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PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CXII, No. 13 NEW YORK, SEPTEMBER 23, 1920

10C A COPY



"Save the surface and
you save all" - *Paint & Varnish*



Conservation Plus Beauty

PRESENTING the economic and decorative value of paints and varnishes has long been the two fold advertising policy of our client, the Acme White Lead and Color Works of Detroit, Mich.

It was natural therefore, for the Acme White Lead and Color Works to take a prominent part in the National Campaign to "Save the Surface and you save all." The truth of that slogan is being prominently featured in all the advertisements in addition to an

effective appeal to the artistic sense.

Acme Quality Paints and Varnishes are nationally known as leaders. They are made in the largest and best equipped plant of its kind in the world. Advertising Headquarters is proud to have helped the Acme White Lead and Color Works for nearly fourteen years tell the public "if it's a surface to be painted, enameled, stained, varnished, or finished in any way, there's an Acme Quality Kind to fit the purpose."

N. W. AYER & SON
ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO

The Man Who Buys



In the Purchasing Departments of more than 25,000 important concerns in the U. S. and abroad, this illustration is typical in this respect—while numerous papers, circulars, etc., daily come and go, one reference book (*Thomas' Register*) stands in front of the buyer every day in the year. At any moment it gives him the sources of supply for anything he wants. It is the first thing he consults—usually the only thing. Likewise the foreman, superintendent and all others having to do with ordering, go to it for information.

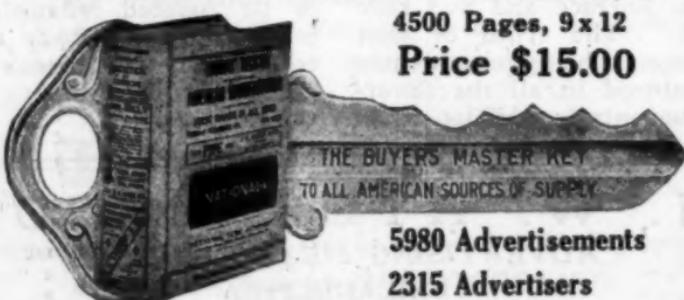
Descriptive and other advertising matter therein automatically comes to the attention of the above buyers at the important moment when they are interested. It costs for only one time, but lasts for at least a year, producing the highest class of inquiries continuously throughout the year in as large volume as though repeated every issue in weekly or monthly periodicals.

Ask any of the 2315 advertisers in last edition.

**THOMAS PUBLISHING COMPANY, 129-135 Lafayette Street
New York City**

4500 Pages, 9 x 12

Price \$15.00



PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

Vol. CXII

NEW YORK, SEPTEMBER 23, 1920

No. 13

The "Oversold" Campaign That Builds Good Will for an Entire Industry

Western Electric Company Finds the Golden Rule Works Out in Business as Well as Elsewhere

By Harry T. Mitchell

UNSOAPED soapbox orators may keep right on vociferating their belief that big corporations lack that divine spark of sentiment most hardworking individuals possess; but if you should happen to ask P. L. Thomson, advertising manager of the Western Electric Company, he'll show you a sheaf of some 400 letters as proof to the contrary.

These letters are all friendly, human messages from executives of public utilities and of other corporate branches of the electrical industry—letters of approbation inspired by the beneficent, quasi-altruistic character of the Western Electric Company's present campaign of "helping-hand advertising," a newer and unusual sort of institutional advertising.

Back in the infant days of 1920 the company, being in the happy position of having its output oversold, called a conference of its big chiefs to grapple with the problem of how best to spend its customary appropriation for advertising. Many thoughtful hours were spent by these men in deep meditation, deliberation and lengthy discussion.

Sales stimulation being unnecessary, undesirable, in fact, what was to be done? Decrease the budget? No. Change over to a programme of institutional advertising? Yes.

But even as these officials agreed what to do, they disagreed how to do it. Several wished to tell all about the company's past, stressing its fifty years in business, its magnitude, its service, and so on. Others contended, however, that this would only appear as so much braggadocio. And then came a happy suggestion:

"Why not spend our money to help the industry as a whole?"

As they looked over the field, scrutinizing conditions, they saw that 450 miles of street-railway track had recently been abandoned, 608 miles dismantled and junked, and 4,802 miles placed in the hands of receivers—all for a lack of resources to keep going. They perceived many of the electric-light companies veritably starving from insufficient incomes. Some were barely earning pennies where dollars would have been a fair return on the capital invested. Others were flickering along without any net return whatever on their investment.

In similar straits they found the steam roads, too, and likewise the telephone companies, both large users of electricity.

"We realized," says Mr. Thomson, "that public utilities, unlike private businesses, could not cope with upgoing costs by the simple expedient of raising prices. Service is their sole product, and the

rates they may charge are fixed by regulating commissions. As we all know, commissions seldom move very fast. The famous racing tortoise of fable was as the wind compared with some of the commissions that have a finger in the destinies of public utilities.

"High operating costs and shrunken incomes have quite naturally affected the securities of many public utilities, so that few new investors are attracted. During the war the tremendous expansion of industry called for a proportionate expansion of the utilities that had to serve them. Money was short. Reserves were eaten into, in many instances gobbled up entirely, so that today finds most of the country's public utilities fighting an uphill battle against rising costs and fixed incomes."

It was evident to the Western Electric Company that only as the public utilities were helped out of the hole could there be any appreciable advance on the part of manufacturers who supply them with equipment. The path of duty then became clear, and lo! on the path of duty trekked Opportunity.

Believing that much of the public opinion derogatory to the railway and light companies had been influenced by false prophets with communistic ideas—agitators who trumpeted unsound theories—the Western Electric Company made

its decision. It determined to do its part in countering such antagonistic propaganda. It undertook what it termed "A Little Adventure in Good Will."

Ten advertisements were built forthwith, each designed to engender warm feeling, tolerance and good will for the particular department of the electrical industry it discussed. The copy follows lines of simple, philosophical reasoning. Each advertisement gets down to fundamental economics, and all ten are premised on the fact that no matter whose money is invested there should be a fair return on it—a return at least adequate enough to pay for the service rendered and leave a fair margin for the investor.

After a period of starvation a man finds time to build up his system again. And as our railroads need time before the tonic effects of the recent rate increase can be shown in improved service.

During the period of government control increased wages and costs for material left little over for the railroad to buy much-needed equipment—time to keep the existing cars and engines in order.

To rebuild this equipment the railroad must secure hundreds of millions of dollars of new capital. And the rate increase placed no such impediment at their disposal. It merely gave them a chance to secure a fair living, to insure reasonable dividends to their stockholders, and thus to attract the money of new investors.

Right here is where we can help.

Every dollar we place in a railroad security will have a chance in helping some freight car or locomotive to bring us the goods we want when we need them.

Every hour we use a shipper or receiver of freight in loading and unloading the cars will realize a desire to get into action against the money quickly.

To the application of material or equipment we can give first place to the orders of railroads, and thus help them speed up reconstruction.

By putting a shoulder to the wheel and keeping patient, we all can insure the glad day when the \$500 will always be on time and we can be sure of getting that furnace for the winter when we ordered it.

Western Electric Company

No. 20 To us as to you to restore the railroads to their former usefulness the Western Electric Company is offering delivery of electrical supplies to the railroads.

FRIENDSHIP FOR THE INDUSTRY IS A CHIEF FEATURE OF THIS SERIES

this unevasive shibboleth:

"Published in the interest of Electrical Development by an Institution that will be helped by whatever helps the Industry."

The company believes it has headed off all suspicion of a "nigger in the woodpile" by thus squatting its dark gentleman in a most natural pose right atop the



Published in the interest of Electrical Development by an Institution that will be helped by whatever helps the Industry.

Our Cleveland Office

WITHIN the past two years our Cleveland Office has grown from a force of twelve to one of thirty-five people. Service to old and new clients has been the reason for expansion.

Cleveland now has an organization which closely matches, in operating arrangement, that of the New York Office. Cleveland and New York work in very close cooperation. New York produces art and copy for Cleveland when it seems desirable and, in turn, Cleveland lends its special talents to the production of campaigns for clients of the New York Office.

Thoroughly qualified and equipped to go "on its own", Cleveland contributes to the efficiency of the other offices and yet draws upon them whenever their facilities, equipment or personnel can be used to the advantage of Cleveland Office clients. Cleveland is an important unit in our reciprocating organization.

This is one of a series of 15 explanatory talks on our organization and our facilities. The entire series in pamphlet form—"Our Business and Yours"—will be mailed you on request.



THE H.K. McCANN COMPANY
Advertising · 61 Broadway · New York

CLEVELAND

SAN FRANCISCO

TORONTO

woodpile itself. Extremists cannot very well whisper, "Wall Street" and "Deep stuff" and other mystic phrases, when a motive so open and aboveboard, so business-like and legitimate, is paraded for all who read to see.

"Our theory," says Mr. Thompson, "was that if our service, goods and prices were up to standard we could afford to take our chances of getting, later on, our share of any new business that might become available through such benefits as the campaign might bring about in other branches of the industry.

"Our justification for spending the money is that by helping to create an intelligent public opinion toward the utilities we will be rendering a service which, if truly appreciated, may result sooner or later in their buying our goods.

"We felt at the beginning that if we could show that we were a friendly and beneficent influence in the industry at large—by trying to be a good neighbor—we would find the industry ready and glad to do business with us. We didn't want to go after future business in the usual way, by emphasizing our bigness, our age. We wanted to be more human."

The first ten advertisements were placed in mediums appealing to readers of more or less intellectual propensities. In addition, electros were offered to all public-utility companies for them to run in their local newspapers over their own names. The Western Electric Company did not require any credit being given for copy used locally, but a great many of the public utilities used the line, "Reprinted by courtesy Western Electric Company," apparently in the belief that nice things said always sound better coming from an outside source.

These first ten advertisements were in the nature of an experiment, but immediately they appeared presidents and other executives of public utilities all over the country began to write enthusiastic letters of thanks. They congratulated the company for sensing the need of the industry,

called the copy "great stuff" and otherwise betrayed a deep sense of appreciation and gratitude.

Several hundred communications were already on file by the time the Western Electric Company began to merchandise the series to its customers by sending out the advertisements in booklet form.

Replies from other sources came in, too. One man, styling himself a student of economics, wrote that he was so impressed with the logic of the ads and their soundness of argument that he wished to do his small part "to keep up the good work"—and enclosed his check for \$500!

Long before the campaign was finished, the Western Electric officials were thoroughly convinced that the campaign idea was a success, so much so that it warranted being continued. So a second series of ten more ads was planned. The utility executives who had commended the first ten were asked to outline their most acute problems, and the new series, now running, was written in accordance with their answers.

The steam railway people, for example, having been granted an increase in rates, asked that an appeal be made for the people to be patient, and upon this theme an ad was at once planned and executed. It argued that the rise in rates could not work wonders in service overnight, and counseled co-operation rather than criticism.

The entire campaign thus far has achieved reactions of unexpected aspect and importance. The National Electric Light Association, with a membership comprising most of the country's central stations, or electric light companies, recently appointed a committee to encourage other manufacturers who serve the central-station industry to emulate the helpful efforts of the Western Electric Company.

The American Electric Railway Association has sent a written endorsement of this kind of advertising to all street-railway executives.

The Association of Railway Executives, an organization of

“BACK UP” Your Dealers

The Concentration of Our Circulation in towns under 25,000 offers to manufacturers the opportunity to co-operate with and “back up” their dealers in the small towns at a cost which is not only lower than obtains elsewhere, but which offers practically no waste circulation.

By using *The American Woman* your message is delivered into 500,000 homes, all of whom are pre-paid subscribers to *The American Woman*.

THE AMERICAN WOMAN

“The Real Magazine of the Small Towns”

Member of the Audit Bureau of Circulations

Western Advertising Office

W. H. McCURDY, Mgr.

30 N. Dearborn St., Chicago, Ill.

Eastern Advertising Office

W. F. HARING, Mgr.

Flatiron Bldg., New York

steam-road presidents, has issued a similar letter to its members, alluding to the changing attitude toward the railroads as evidenced by such a campaign as the Western Electric's.

The Society for Electrical Development, whose members are manufacturers, contractors, jobbers and electric light companies, has issued a like letter to its membership, suggesting that the Western Electric's example be followed by other manufacturers, each in his own way.

Mr. Thomson believes that the success of the experiment forecasts a more general tendency among manufacturers toward friendly co-operation. In other words, he is convinced that soon we shall see the poor old Golden Rule at work in business.

Charles B. Falls Wins Poster Prize

The first prize in a poster contest conducted as a preliminary to a drive for funds for a building in memory of the Americans who gave their lives in the war, to be erected in New York, has been awarded to Charles B. Falls. The second prize was given to Edward Penfield, and the third prize went to Martin S. De Muth.

Scogreene Advertising Service Formed at New York

The Scogreene Advertising Service, Inc., has been formed at New York by T. D. Scoble, Jr., and R. A. Greene. Mr. Scoble was formerly advertising manager of The Yale & Towne Manufacturing Company. Mr. Greene has also been engaged in advertising work for the Yale & Towne organization.

C. O. Johnson Joins the "Sun and New York Herald"

C. O. Johnson, formerly with the New York *Times*, has been made classified advertising manager of *The Sun and New York Herald*. Mr. Johnson had been with the New York *Times* for seven years, the last five of which were spent as classified advertising manager.

New Foreign Representatives of Kansas City "Journal"

Prudden, King & Prudden, Inc., New York, have been appointed representatives for the Kansas City Journal Company, publisher of the Kansas City *Journal* and Kansas City *Weekly Journal*, effective October 1.

A Pioneer in Advertising Measurement Work

THE H. K. McCANN COMPANY
CLEVELAND, OHIO, Sept. 14, 1920.

Editor of PRINTERS' INK:

The article on "Millines" in your issue of September 9 is interesting, and I am glad to see the idea worked out. I had the same bright idea in 1912, but never put it into practice. My unit was arbitrarily called the "Eltime," meaning one line one hundred thousand times, or one-tenth as great as Mr. Jefferson's, as I was dealing with farm papers which gave much smaller totals.

E. M. Carney, now of Carney-Kerr, took the idea off my hands and threatened to work it out, after we had discussed a good many modifying factors which confronted me. For example, a unit in a farm paper with a 756-line page would be worth more than a unit in a weekly farm newspaper of full page size. We also ran into some snags in the way of preferred positions, etc., so that the purpose I had in mind, which was the proper division of advertising expenditures between branches, looked a little complicated.

I also ran into some difficulty in getting an accurate picture by reason of the fact that yearly contracts often gave us a considerable advantage in some publications in the matter of cost per unit, and as these things were fluctuating all the time it was hard to use our unit for comparative purposes.

I suppose Lyon and Healey have worked these things out in practice, but I should like to have Mr. Jefferson go into even greater detail in another article. I think a unit of this kind, with a standard set of rules for varying the absolute product of lines times circulation, would be an excellent thing for keeping comparative records of advertising from year to year, and I should like to see *PRINTERS' INK* keep the subject alive for a time.

L. W. ELLIS.

New Paper for Wholesale Paper Dealers

The American Paper Merchant is the name of a new monthly paper to be published in Chicago by Phil. A. Howard, president of the Ben Franklin Publishing Company, which publishes *Ben Franklin Monthly*, covering the printing and allied trades. The new publication will be devoted exclusively to the problems of the paper jobber.

Edward Carlin Joins J. R. Mayers Co.

A foreign-language department has been established by The J. R. Mayers Company, Inc., New York, under the direction of Edward Carlin. Mr. Carlin was formerly with Frank Seaman, Inc., New York, and more recently has been counsel to foreign-language publications.

At 20 cents, the
new flat rate of
the Standard
Union, adver-
tisers get the
most for the
least in Brook-
lyn.

Most of them
know it.

Important Change in Stetson Advertising Policy

Conservative Hat Firm Replaces Style Appeal with Narrative Copy to Explain High Price of Hats

By Roland Cole

WHEN an old, conservative house like the John B. Stetson Company makes a radical change in the appearance and substance of its advertising, the event is of keen interest to sales and advertising executives everywhere.

For years the advertising of the Stetson company has been quietly and consistently a style story. It has always seemed to carry that rare quality—a hidden meaning. It meant more than it said. Then suddenly, without announcement or explanation, it dropped the old and put on the new. The name "Stetson" and the "hat," for so many years the familiar feature of Stetson advertising, disappeared from sight, and in its place appeared a woman in furs and a story—a narrative—entitled "Esau, the Skilful Hunter, Has Returned." Three things combined to make the change notable in the opinion of other advertisers: the conservative reputation of the company; the sharp transition from style to story; and the nature of the story.

The advertising policy of the company has always been a conservative one. John B. Stetson founded the business in 1865. He was a man of faith and spiritual ideals. Upon such ideas was the business founded and around these it prospered. Back in 1865 advertising as we know it to-day did not exist, and John B. Stetson had his own ideas on the subject. His first advertising effort was a circularizing campaign of a most unusual kind. He procured a list of the clothing and hat dealers in every city and town in the Southwest, and sent each one of them a sample hat with a letter asking for an order for a dozen. Perhaps the reader may not consider this a conservative policy. It is not referred to here

as an instance of the conservative policy, but as an illustration of Stetson's faith in his product.

Back of every advertising policy is a reason. *A priori*, changes in advertising policies are significant for the reasons back of them. John B. Stetson was said to be the first man in the hat business to adopt the one-price system. Selling prices of Stetson hats remained the same for forty-five years, from 1865 to 1910. There were many advances in material and wages during this period, but the increased cost of stock and labor was met with scientific economies in manufacturing. No matter how hard pressed for money Stetson was in the early days of his career, and there were many days of financial stringency, no man was ever able to buy a Stetson hat at less than the price originally placed upon it.

During the last few years it has been necessary to raise the selling price of Stetson hats several times. Users of Stetsons have accepted the increase as the public everywhere has accepted the increased price of almost every article of merchandise, as the general result of high prices and scarcity of labor and material. But why has it been necessary to raise the price of hats? If labor is hard to get and material scarce, what are the particular reasons for that in the case of Stetson hats?

MAKING ADVERTISING CONFORM TO EDITORIAL POLICY

Mont H. Wright, director of publicity of the John B. Stetson Company, said:

"We believe the public is entitled to an honest explanation. This is our latest advertisement seeks to make. The change we

It isn't the Calories —



or "Doodads" in Bread and Butter that make Boys and Girls like it,—

it's the TASTE.

It isn't the Theory —



of Poster Advertising that brings repeat orders from seasoned National Advertisers,—



it's RESULTS

¶ *Nordhem Service* is known by its results. *Nordhem Service* is the *Result of results*, and is yours to command.

IVAN • B • NORDHEM COMPANY

Poster Advertising, Painted & Electrical Displays

in the United States & Canada

8 West 46th Street • • • New York City

Bassman Bldg. • • • Pittsburgh, Pa.

“Cross lots”

Remember when you were a boy you never went to school the long way 'round. It was always "cross lots." In business you still have the same desire, to go "cross lots"—getting to your customers by the shortest path.

THE AMERICAN FRUIT GROWER as an advertising medium represents a short path to 200,000 fruit growers in this country. A good many manufacturers know this. For, during the first six months of 1920

156,680 lines of
ADVERTISING
 appeared in the pages of the
AMERICAN FRUIT GROWER.

AMERICAN FRUIT GROWER

CHICAGO

The National Fruit Journal of America

Guaranteed minimum circulation, 200,000 monthly

Members of Agricultural Publishers Association

Members of Agricultural Editors Association

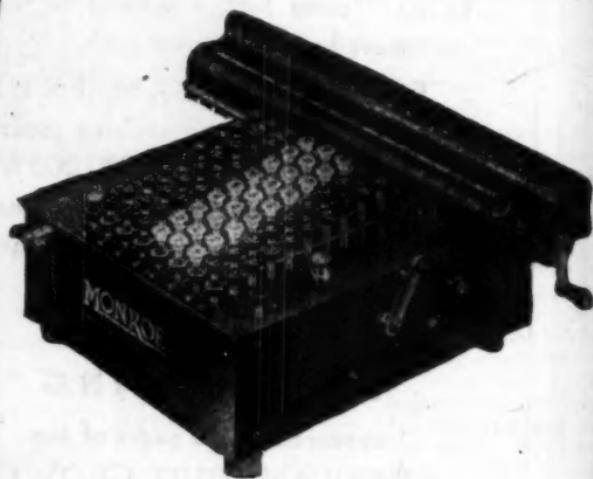
SAMUEL ADAMS, Editor
ROBERT B. CAMPBELL, Publisher
J. E. FORD, Director of Advertising

Sept. 23, 1920

Collier's

THE NATIONAL WEEKLY

Get a copy



MONROE

REG. U. S. PAT. OFF.

General Offices, Woolworth Building, New York.
Branch Offices in all principal cities throughout the world.

Monroe and Collier's

The Monroe Calculating Machine Co., is using Collier's as the backbone of its 1920 national advertising campaign.

Collier's

THE NATIONAL WEEKLY

J. E. WILLIAMS, Advertising Manager



Baltimore Undeveloped On Soluble Coffee

IF YOU ask Baltimore consumers whether they use soluble coffee, seven out of ten won't know what you're talking about. As a result this product holds nothing like the interest it should for Baltimore retailers.

Such a condition shows Baltimore up as an open field, anything but fully developed on soluble coffee. Quite true, five brands are now on the market, but their percentage of distribution and sales is low taking into consideration the immensity of the possibilities.

The Baltimore Market is distinctively worth going after. Cultivate it intensively! Start a campaign of active sales efforts and back up your dealers with definitized advertising in Baltimore's great afternoon paper, The NEWS, that wields a power which dealers know and recognize. Baltimore has 120,000 homes. 90,000 of these are occupied by White people who speak English, and of its total circulation of a little more than 100,000, The NEWS sells 87,000 copies every afternoon in Baltimore City.

Would you like to know the standing of the five brands of soluble coffee now on the Baltimore market, their percentage of sales, distribution, activity ratings, reports of dealers, etc., together with the possibilities of this market? If so, write us on your business stationery for a copy of our report.

The Baltimore News

Goes Home and Stays Home

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

Illinois Central R. R. Seeks Service Improvement through Advertising

Tells Public Railroad Is Run for Its Benefit, Whereas Under Plumb Plan It Would Be Run for Benefit of People Who Work on It

A FEW years ago the railroads in a Western State got together on a co-operative advertising campaign the object of which was to make public sentiment favorable to the common carriers. It got along in pretty good shape for a few months. And then one day it used advertising space in most of the newspapers of the State, inviting people to send in any complaints they might have and any suggestions for bettering the service. This wrecked the whole thing. So many complaints came in that the railroads decided that the advertising bureau's promising young life should end then and there.

"The public will complain anyway," one high official explained, "and if we go out of our way to invite this sort of thing we are making ourselves a lot of serious and unnecessary trouble."

But this was in 1913, and the advertising viewpoint in railroading or in anything else can change mightily in seven years. It has changed so radically in the case of the Illinois Central Railroad that the patrons of that line all along the system are being personally invited by C. H. Markham, president, to send their complaints, criticisms and suggestions to him direct.

The road is running a newspaper campaign over the signature of Mr. Markham explaining that it is anxious to serve the public to the very limit of its ability. Mr. Markham tells the patrons of his road that the management is putting forth its best efforts to restore its equipment and enlarge its facilities, but that all this would take time and that he hoped the public would be patient until such improvement could take place.

The advertising was inspired by

charges made in public print and otherwise that the railroads were not functioning and were not putting into use such facilities as they had. There have been charges to the effect that the scarcity in freight cars was brought about through lack of good management on the part of the railroads and that much rolling stock was not being used at all.

COURTS CRITICISM

Answering this criticism, the Illinois Central advertisements present a statement of the gross ton-miles of freight handled by the road per year during the last ten years. This shows that during the month of May, 1920, the road carried more freight than in any previous month in its history.

This message was given the widest publicity. It was displayed prominently in all the stations and offices of the company, as well as appearing in the newspapers.

Mr. Markham, when he made the wide-open invitation for constructive suggestions and criticisms, fully realized that he was going to get all sorts of unreasonable and uncalled-for complaints and requests, as well as the other kind. The former ill-fated co-operative advertising campaign brought forth such an abundant harvest of unreasonable complaints and requests that the railroads dropped it quickly. The same thing is working out to a degree in the Illinois Central effort. Small towns want fine, new stations built. The road is invited to build two or three miles of country highway leading into some enterprising town. A commercial club writes suggesting that it establish a community centre.

"But in the main," Mr. Markham said to PRINTERS' INK, "we

are getting reasonable complaints and ideas. Moreover, we are getting boosts as well as knocks.

"What is more, I actually have been able to gain from these letters a number of extremely valuable suggestions for bettering the service at nominal cost. These are ideas that I never would have got in any other way. Some of them are so simple that the wonder is none of us has ever thought of them before. This shows conclusively that the railroad people don't know everything about railroading. The person looking at the proposition from the standpoint of the outsider can get angles on it that we on the inside might overlook entirely.

IS THIS PUBLIC OWNERSHIP?

"It would be proper to say, to all intents and purposes, that the public practically is running the Illinois Central Railroad. The Plumb plan proposes to operate the railroads for the benefit of the people who work on them. Our plan is even better, we believe. We are going to operate our road for the benefit of the people who use it and whose money supports it. This being so, it is only natural that we should be guided in very large measure by the ideas of these people. It is my belief that the public will run the railroads of the country from now on, anyway. Our new plan is only a beginning."

Mr. Markham has received eager inquiries from other roads as to how the new system is working, even though it has been in operation less than a month. He has been able to give them such good reports of what it has done even in this limited time that other roads are contemplating trying similar methods. No definite announcement to this effect is available now, but *PRINTERS' INK* learns that similar advertising directed to the public soon will be put out by at least two other large railway systems.

Mr. Markham means exactly what he says when he invites people to send their letters to him personally.

"I read every one of these letters," he said, "and answer each in person. It is my belief that the railroad president should be one of the easiest persons on the system to reach and that everything possible should be done to get him in close touch with the people served by his road.

"The old-time railroad president was an isolated individual. If a patron had a complaint he probably would take it to some minor official. That official, as a general thing, would be more interested in keeping his superior from knowing that a complaint had originated in his jurisdiction than in satisfying the patron. This caused many complaints to be smothered, thus intensifying the people's dissatisfaction.

"The trouble is, the people do not understand the railroads and the railroads have not taken the trouble to enlighten them. Abuse and misrepresentation have been part of the bill of fare eaten by the railroads every day—so much so that they got used to it.

"There is no reason at all why this should be. People are fair nine times out of ten. State your case to them and they will meet you at least halfway."

Mr. Markham showed one letter to illustrate his point. It was sent to him by a person who got one of his circulars asking for constructive criticism.

"When I got this circular," the letter said, "I thought it was the same old bunk. But I replied to it because it gave me a chance to tell you what I thought of the service on our line. Last week there was a decided improvement, and I just want to tell you that this is the first time I ever heard of a railroad caring about what any passenger thought of it. The service now is excellent."

The public seems to be taking Mr. Markham at his word. And he is more pleased than anybody else that such is the case.

Paul Gardner Hobart, formerly with Critchfield & Co. and William H. Rankin Company, Chicago, has established an advertising service office in Chicago.

There Is Nothing Obvious under the Sun

And Hence the Copy Writer's Job Is Just So Much Harder Than He Thought

By Philip C. Gunion

Advertising Manager, Industrial Bearings Division, Hyatt Roller Bearing Co.

WRITERS of literature can afford to use language that is either obvious or cryptic because it makes their work more interesting to the discriminating reader.

Writers of advertising, however, must say something that will be plainly understood by all who read, so they resort to the obvious—they say it in such simple language that no one can fail to get their meaning.

They think they do.

They find out later, sometimes painfully, that nothing is so obvious, so plain spoken, so axiomatic, so self-evident, that somebody will not misunderstand and make "much ado about nothing."

If Balzac's "The Quest of the Absolute" had dealt with the problem of finding a language by means of which man could talk to his fellow men and register one hundred per cent, he'd have helped the advertising fraternity greatly.

What's obvious to one man may have no meaning, or even a very complex meaning, to his neighbor. The worth of the obvious is the number of people that will find it so, and a little obviousness is a dangerous thing.

While talking in my office with a friend another friend looked in and said, "Going to take Pot Luck with me to-night?" Without a moment's hesitation, because it was obvious to me just what he meant, I replied, "No, I have another engagement, thank you."

"What did he mean?" asked my other friend in a surprised tone. The words "Pot Luck" meant nothing to him, but appeared crude and perhaps had a sound of the gambling ring. So I explained to him, as I will explain here in order to make this article as obvious as possible, that

"taking Pot Luck" means going home to dinner with a man unannounced to his family and sharing whatever is in the pot that night. It is obvious that to bring this term up to date we might better call it "Fireless Cooker Luck," or "Delicatessen Luck."

A recent advertisement featured a certain mechanical specialty as being like a modern man's shirt because it is split—thereby making it easier to put on. Isn't that perfectly obvious to you men who comb your hair and then put on your shirt like a coat instead of sneaking it carefully over your head as in the old days of non-split shirts? To some of you yes, but not to all, for one took the pains to write, "Do you actually think anybody bothers to unbutton these new fangled shirts all the way down? Or don't you think they still slip them over the head in the good old way?" Your obvious point didn't register with that man; he'd used the old style shirt too long to learn the advantages of the new.

You remember the bashful suitor who finally discovered that his fair lady was willing to exchange a kiss for a rose. When his first dozen gave out he left hurriedly to get more roses! Overlooking the obvious cost that boy a lot of time and roses.

PERFECTLY OBVIOUS—AND YET?

Did something that at first appeared mystical to you afterward appear most obvious? Make this simple test. Can you remember when you were first told that you could catch a bird by putting salt on its tail? Be honest now, wasn't it quite some time later when you figured out the obvious fact that if you could get near enough for the salting process the bird was yours anyhow? Remember how

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silly you felt about it? That was the knowledge of the obvious stealing over you.

There was a short account in the newspapers one morning about the winning of a golf cup by the friend of two other friends, M and N. M dropped in at N's office, and they read the account together. It stated very plainly, "Mr. Wilcox, who meets Mr. Brant for the amateur championship at Rumson, won the Vice-President's Cup yesterday." M said that the championship game had been played yesterday and that the cup was the prize. N said that the championship was to be played later, basing his contention on the word "meets." M answered that it was probably written "met" and that the printer needed a few more letters to fill out the line, so he changed it to "meets." This alleged action of the compositor may account for the high cost of "authors' corrections," but N was correct in his contention that "meets" was perfectly obvious because the championship was played later in the week—the compositor was blameless. To further point out this fearful habit of compositors M explained that in a story in a recent issue of a great weekly the following material appeared, "the long, slim racing car hummed, she fairly purred as the boy opened the throttle on the open road." The line ended at "she" and he said that the compositor had changed "it" into "she" to fill out the line, as nobody would call an automobile "she"—shades of the printer who invented line justification!

So copy writers and copy readers and copy critics, and you who place on copy the final O. K., don't be surprised if some of those who read misunderstand you. Use your wonderful slogan "The Purpur Motor Car Has No Peer!" but don't see red if a few people now and then ask your salesmen why a supposedly reputable manufacturer makes a car without a peer. And when you boast that your car "crawls in traffic," don't forget that perhaps some nervous old ladies (of both sexes) are

more nervous than ever when in traffic and wouldn't think of buying a car that couldn't get out faster than a crawl.

To paraphrase the old Quaker's explanation to his wife, "All the world misses the obvious but me and thee, and sometimes thee muffs it too."

Tractor Account With Klau-Van Pietersom-Dunlap

The Allis-Chalmers Manufacturing Company, Milwaukee, has commissioned Klau-Van Pietersom-Dunlap, Milwaukee, to handle the advertising of the Allis-Chalmers Tractors. The campaign will feature the 10-20, 18-30 and All Purpose Tractor and will embrace a number of farm papers.

Klau-Van Pietersom-Dunlap have also been appointed advertising agents for Parry Products Company, maker of Shur-Gain Stock Foods.

W. E. Willis With "The Sun and New York Herald"

W. E. Willis, formerly Eastern manager of the national advertising department of the Philadelphia *North American*, New York *Americans* and Chicago *Herald*, is now with the national advertising department of *The Sun and New York Herald* and *New York Evening Sun*. Mr. Willis was also for some years with the advertising department in Philadelphia of John Wanamaker.

Takes a Product's Trade-Mark for Firm Name

The E. Kirstein Sons Company, Rochester, N. Y., and the Rochester Optical Company, which consolidated a short time ago, have taken the name Shur-on Optical Company, Inc. No change in the directorate of the consolidated firms is involved in this change of name.

Olds Seed Account With Logan Agency

The L. L. Olds Seed Company, Madison, Wis., has put its account in the hands of Thomas F. Logan, Inc., New York. This account will be handled by the Chicago office of the Logan agency.

Fred Blauvelt With Stanley E. Gunnison

Fred Blauvelt, for a number of years business manager of the Cowen Company, New York, has been elected secretary and member of the board of directors of Stanley E. Gunnison, Inc., New York.



Seal of Philadelphia

Selling Lubricating Oil to the motorists of Philadelphia

Observation of motorists shows that while they may be particular as to the kind of gasoline they buy, the importance of lubricating oil does not always have their attention.

See how they'll drive up to a garage and after buying their gasoline, they'll say "and let me have a quart of oil."

Those who know oil and what it should do declare that the whole performance of the motor is dependent upon the selection of the proper lubricant.

In Philadelphia and its suburbs there are owned approximately 80,000 passenger cars and 18,000 business vehicles ranging from the light delivery runabout to the massive freight truck.

How many of these owners or drivers know anything about lubricating oil, and how many of them even know a thing about your oil?

Newspaper advertising gives you a chance to talk to them, to educate them, to tell them new things they ought to know about your oil and what it can do for them. You can change your copy as often as you want to without extra expense.

Dominate Philadelphia

You can at one cost reach the greatest number of possible consumers in the Philadelphia territory by concentrating your advertising in the newspaper "nearly everybody reads"—

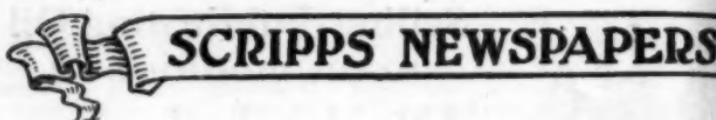
The Bulletin

Net paid average circulation for the six months ending April 1, 1920, as per U. S. Post Office report: 466,732 copies a day.

"In
Philadelphia
nearly everybody
reads the
Bulletin"

No prize, premium, coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.

In Philadelphia there are more than 16,000 manufacturing plants; all of them buying lubricating oil.



Increase Your Sale in Akron

AS a matter of fact, every one of Akron's big factories is running.

The production of automobile tires is somewhat curtailed, temporarily.

The manufacture of other rubber products goes as busily as ever.

Akron's other industries are entirely unaffected by the situation in the tire business, and many of these diverse enterprises are in operation day and night. Akron's large production of farming implements, cereal flour, clay products, iron castings, sewer pipe, stoves, machine cutlery, paper, linoleums, matches—there being over a hundred establishments.

THERE is no unemployment in Akron. Although it is undoubtedly true that some tire workers have left the city to seek employment elsewhere, this represents but a small percentage of Akron's 208,435 population. There are few, if any, deserted houses for rent. The many workers who remain are all working full time, or "over-time," except in tire manufacture, where a 32-hour week is said to be temporarily in force. Furthermore, there has been considerable re-employment in the case of workers, following readjustments in various departments.

Base your sales plans in Akron on FACTS. Akron is still the FIFTH market in importance in Ohio and presents an inviting field for profitable sales promotion. To secure maximum sales in this important Ohio city, the advertising columns of The PRESS are indispensable.

The Akron Press

RS **SCRIPPS NEWSPAPERS**

ewhat HE advertising which men do, lives after them.

Institutional advertising will build prestige
cts go everlasting goodwill when placed in newspapers
character, honesty and vigor.

cted by ch newspapers are the Scripps Newspapers.

The twenty-two *Scripps Newspapers* are:

Akron Press
Cleveland Press
Cincinnati Post
Columbus Citizen
Covington (Ky.) Post
Dallas Dispatch
Denver Express
Des Moines News
Evansville Press
Houston Press
Los Angeles Record

Memphis Press
Oklahoma News
Portland (Ore.) News
Sacramento Star
San Diego Sun
San Francisco Daily News
Seattle Star
Spokane Press
Tacoma Times
Terre Haute Post
Toledo News-Bee

cripps Newspapers

Foreign Advertising Department

Union National Bank Building, Cleveland, Ohio

Work Office: MARBRIDGE BLDG.

Chicago Office: 1ST NATL. BANK BLDG.

Standardized

Newspaper advertising values are relative. A standard is set by a few great papers. That standard is *basic*. Other papers measure up to or fall below the standard. Their values are comparative.

Newspaper advertising value in Chicago is judged by one standard — The Chicago Daily News.

It is basic. It is fundamental. It is the gauge by which — consciously or unconsciously — experienced advertisers measure the efficiency of other Chicago newspapers. It does not represent a *comparative value*, but the *basis* of comparison.

Why?

—Because 94% of its nearly 400,000 circulation is concentrated in Chicago and suburbs. That is a standard of advertising efficiency unequalled by any newspaper in Chicago — or by any newspaper in the United States. And

—Because, for over forty-four years, The Daily News has been the standard of newspaper value in nearly every worth-while home in Chicago.

The Daily News
First in Chicago

Germany Enters British Domain with "Sheffield-Made Goods"

International Agreement to Accord Protection to Collective Trade-Marks
Urged by British Board of Trade

Special Washington Correspondence

A FEW weeks ago, a Sheffield cutlery manufacturer, strolling leisurely in a London street, had his attention arrested by a display of razors in a shop window. The razors appeared to be the standard product of the Sheffield man's plant, and yet something was lacking to complete the familiar appearance. Closer inspection of the goods in the window and a talk with the merchant behind the window solved the mystery.

The wares had never seen Sheffield, although each unit was stamped "Sheffield make" and bore also the registered trade-mark of the firm whose managing director had been stopped short in his stroll. The goods had come from Germany, having been sent in barter for meat exported from England to the territory beyond the Rhine. Some of the consignments have no private trade-mark names and bear no mark of origin other than "Sheffield make."

Reports from Antwerp to the U. S. Bureau of Foreign and Domestic Commerce at Washington some time ago chronicled the reappearance in that market of German products camouflaged as "Sheffield goods." At about the same time came the news that merchants in Brussels whose suspicions had been aroused had traced to continental factories edged goods masquerading as of Sheffield nativity. Even Canada is understood to have shared in the distribution of make-believe Sheffields.

This evidence that German name jugglers are returning to their old practices is chiefly responsible, it is claimed, for the renewed effort in Great Britain to secure international recognition and protection for collective or community trade-marks, of

which the Sheffield inscription is, perhaps, the world's best-known example. The recently issued report of the British Board of Trade Committee on Merchandise Marks makes significant recommendations on this score. There is urged, "international protection of regional appellations" and specific recommendation is made to this effect: "Endeavors should be made to reach an international agreement for the better protection of the names of towns which are specially connected with particular industries, e. g., Sheffield." Again, it is given as the judgment of the committee that representations should be made to the U. S. Federal Trade Commission regarding the use of British hallmarks as trade-marks in the United States of America.

PROTECTION LONG SOUGHT FOR COMMUNITY TRADE-MARKS

No little curiosity may be felt in American advertising circles as to whether pressure from outside will have any effect in inducing the United States Government to accord protection to collective or community trade-marks, for it is not only foreign exploiters of community prestige who are resolute in the face of American disdain of collective marks. There are not a few trade associations and groups of producers in the United States that are no less keen on the subject, and the number is increasing as a result of the numerous current projects for cooperative advertising campaigns, etc.

Authorities at Washington have remained adamant in their refusal to admit to registration at the U. S. Patent Office collective marks that are not owned and used by "traders." If a group of fruit growers pool their product in an "exchange" which actually

requires ownership of the goods, well and good, the exchange may register its composite mark. But let the keeper of the community seal be a mere "uplift" organization in behalf of better marketing, taking no title to the goods it exploits, and it is futile to essay registration.

When the liberal new U. S. trade-mark law was enacted a few months ago there was hope in some quarters that a way had been opened to secure Federal credentials for collective trade-marks. It turned out, however, that, while the new law makes sweeping concessions in what may be sanctioned as a trade-mark, it makes no amendment as to who may register a trade-mark. Interests that are not bona fide "traders" are yet out in the cold. It is recalled, in this same connection, that officials of the U. S. Bureau of Foreign and Domestic Commerce prepared, several years ago, a bill specifically authorizing the registration in the United States of collective or community trade-marks, but the bill was not introduced in Congress. The situation may take on a different aspect if a foreign power urges recognition of collective trade-marks on a reciprocal basis.

An Architect Advises Advertising and Advertises

ADVERTISING gotten for nothing is worth next to nothing. A profession such as architecture that relies upon an allied profession, engineering, to spread its merits may find that the profession doing the advertising will overshadow it in the public mind.

A. L. Brockway, an architect of Syracuse, N. Y., and one of the leaders of the American Institute of Architects, has frequently stated that the advertising which architects get from engineering firms is worth what it costs—nothing, and that if the architectural profession is going to keep from being absorbed or

overshadowed by engineers it must make its functions clear to the public through paid advertising.

For over three years this Syracuse architect has practiced what he has preached. Three years ago Mr. Brockway ran a series of advertisements in a Syracuse newspaper on "The Functions of the Architect."

This year a campaign that is signed by eight Syracuse architects has appeared in the same Syracuse newspaper. This new and co-operative effort is more elaborate and is on a greater scale than the campaign which Mr. Brockway made single-handed three years ago. This last series of advertisements was on "The Duties of the Architect and How to Choose an Architect."

As an illustration of the broad minded and fair spirit of this advertising of a profession, which has among its members some who believe advertising unethical, the following quotation should be considered, taken from an advertisement of the latest campaign:

"Some of the large contracting and engineering concerns of the country tell business men who are contemplating building that they don't need an architect; that they will make the plans for them. This may be in their judgment a good way to sell their organization. But it is not true. The trained architect is trained to every problem from every angle and he plans, and arranges, and solves the problems from every angle as only such an expert professional adviser can do. He can buy materials for his client just as low as the general contractor.

"The architect has always been through history, the intimate personal adviser of the citizen, the community and the State. He is keeping abreast of the times, helping to solve the complex economic and sociological problems of the day. In that, the American Institute of Architects has led the way. Some of us are now pointing the way to the institutions. There are fourteen members of Syracuse of the Central New York Chapter. Let them have the chance to show their fitness."

William Fisher Manages Binger Departments

William Fisher has severed his connections with the Apeda Studio to organize the photo sales division for the Binger Company, of New York. He will have complete supervision in the capacity of general manager of the photo advertising, fashion and commercial departments.

In addition to the above departments, motion picture display work will also be under his personal direction. He will have associated with him, among others on his staff, O. Avati, formerly of the Apeda Studio, in the capacity of studio director, and H. Bluestone, also of the Apeda, who will be in charge of studio production.

Mr. Fisher, Mr. Avati and Mr. Bluestone will have an interest in these departments.

S. H. Giellerup With George Batten Co.

S. H. Giellerup, recently advertising manager of the Standard Kid Manufacturing Company, Boston, has joined the George Batten Company, Inc., New York. D. C. Rogers, who has had charge of the dealer's service bureau for the Standard Kid Manufacturing Company, succeeds Mr. Giellerup as advertising manager.

Robert R. Updegraff Leaves Erickson Agency

Robert R. Updegraff has resigned as account executive of The Erickson Company, New York. Mr. Updegraff had been with the Erickson agency for the last two and one-half years, first as chief copy editor and later as account executive. He expects to devote his time to The Displays Company, in which he has acquired an interest, and to do editorial and advertising work. He will continue to contribute to PRINTERS' INK.

White Tar Account for Kobbe Agency

Philip Kobbe Company, Inc., New York, is now placing the advertising for the White Tar Company, New York, and is featuring White Tar Moth Bags for clothes protection. Newspaper and rotogravure space is being used.

Butler Brothers Account With N. W. Ayer & Son

Butler Brothers, wholesale mail-order house, Chicago, New York, and St. Louis, have put their advertising account in the hands of N. W. Ayer & Son. Plans for campaigns are now being made by the agency.

**The
George L. Dyer Company
42 Broadway
New York
Western Offices
76 W. Monroe St.
Chicago**



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

The "Unseen Influence" of the Bank in Approving Advertised Equipment

Are Advertisers Recognizing the Importance of Cultivating the Banker's Good Will?

By C. W. Garrison

Advertising Manager, The Lakewood Engineering Company, Cleveland

THREE has always been more or less talk about the "unseen influence," but the importance of the banker's unseen hand has, possibly, been questioned by many of us.

That the banker plays a big part in business has been more evident in the smaller cities. In the rural communities, for instance, it has long been known that a farmer can borrow money to buy a piece of machinery whose value is nationally established more easily than he can finance the purchase of equipment; that is unknown.

The small-town banker is the hub of the wheel, in most cases. This is, I believe, an acknowledged fact.

The influence of the bigger bankers in the larger centres has been more or less screened. Yet that influence is there to be reckoned with. It has been becoming more apparent during the last few years, until it has now reached a point where we might say that it occupies the centre of the stage.

The expansion of our industrial plants, the construction of our roads, the improvement of our transportation systems—in all of these national problems the bank exerts a tremendous influence. And with the inauguration of the Federal Reserve System the influence of the bank has been made even stronger.

Should we not consider very seriously the necessity for cultivating this increasingly important factor that enters into our business dealings? Are we making the proper effort to influence the thinking of this group?

A certain plant was considering the installation of machinery that

would permit two men to do the work that formerly required seven. This meant five men released for other work and a considerable saving in the overhead in that particular department.

But the machines required an investment of approximately \$10,000. And the manufacturer didn't have the money. It was necessary to go to the chief executive of that concern and convince him of the wisdom of investing \$10,000 (that he didn't have) in new equipment. And the firm's banker had to be "sold" on the wisdom of investing in machines that would help that manufacturer to increase production per man. He had to be sold on the *dollar and cents* value of the new equipment. He had to be shown how those machines would help the manufacturer to make more money.

How much easier it would have been for the salesman if this banker had been even the least bit familiar with the policy of the company he represented!

This is only one of many instances where the bank has been the deciding factor in the sale. The salesman may make the "prospect" *want* his goods—can probably get him to promise to buy in 90 or 120 days. But it's the man who holds the purse-strings who can make the signature on the dotted line pay dividends.

New Accounts for Burnham & Ferris Agency

The Prentice-Hall Tax Service and the Business Information Service, New York, have put their accounts in the hands of Burnham & Ferris, New York.



Height of Efficiency

Some of the shrewdest and most successful national advertisers use THE PEOPLE'S HOME JOURNAL because they appreciate the extra value of an ALL-THE-FAMILY magazine.

Its fiction, its departments and its features are edited with the ALL-THE-FAMILY interest in mind.

To appeal directly to the purchasing agent of the family and at the same time influence all the other consumers in that family is the height of advertising efficiency.

The People's Home Journal
NEW YORK

For 35 Years the Magazine for Every Member of the Family

Putting Pulling Power



OR the third time since January an ELECTRICAL WORLD editor is traveling from New York to California in active co-operation with the National Electrical Light Association. Three other ELECTRICAL WORLD editors have made the trip from the Atlantic to the Pacific in the same period, scouring up and down the states between for facts and figures of essential importance to electrical engineering and commercial interests.

Out of the power plant world a demand, multiplied and insistent, comes for information on oil engines. As a result, a noted authority on Diesel and semi-Diesel engines is added to the editorial staff of POWER. He is sent out to visit all important installations of these engines throughout the country. Over three months of travel and study will be spent by this POWER editor solely to gain for POWER readers a fuller knowledge of oil engine operating performance under all possible service applications and conditions.

A McGRAW-HILL man representing ENGINEERING & MINING JOURNAL, after having been forced out of Mexico by warring factions, has again plunged into that turbulent country to learn and report actual conditions affecting mining and oil well operations and prospects and equipment opportunities.

An editor of INGENIERIA INTERNACIONAL comes back from a long trip through the countries of South America bringing much valuable data on trade conditions, engineering and industrial development, and equipment requirements.

AMERICAN MACHINIST recently sent one of its executives on a tour of Europe to study the metal-working industries abroad for the benefit of similar industries and machine-tool manufacturers at home.

An editor of ENGINEERING NEWS-RECORD also has just returned from Europe, where he has been investigating engineering practice and equipment usage and needs in the construction field.

General departure from rule-of-thumb methods is an urgent need of the chemically controlled industries. To this end CHEMICAL & METALLURGICAL ENGINEERING has made an exhaustive investigation on which is founded one of the most significant and important issues of any publication in the engineering and industrial press—the September 8th "Convention" issue of CHEMICAL & METALLURGICAL ENGINEERING.

Electrification of steam railroads is a question pregnant with transportation improvement possibilities in this country. So an ELECTRIC RAILWAY JOURNAL editor recently made an extended trip over the system of the Chicago, Milwaukee & St. Paul R. R. to study this famous achievement in

McGraw-Hill Company, Inc.,

American Machinist
Power
Electric Railway Journal

Electrical World
Journal of Electricity
Electrical Merchandising



into the Business Paper

railroad development. Returning east this editor made a sweeping tour of Canada, getting data vitally interesting to American electric railway men and builders of electric railway material on today's methods, equipment, plans and outlook of the foremost Canadian electric railways.

The extraordinary success of ELECTRICAL MERCHANDISING since its inauguration in 1907 is largely due to the indefatigable field work of the editors. These editors comb the continent with their journeys. They are constantly in personal contact with the electrical dealers, jobbers and contractors. They meet them at their conventions, clubs, clambakes, summer camps, offices, stores, warehouses and homes. They are keeping in touch with movements and materials and markets and methods and men—helping these men individually and through their organization.

Industrial, agricultural and commercial development of the West beyond the Rockies depends in large measure on the development of electricity from water power. To promote the industrial development of these great States with their specialized problem, McGRAW-HILL service to the electrical field was expanded in September, 1919, by the purchase of the JOURNAL OF ELECTRICITY. The acquisition of this publication demonstrates that McGRAW-

HILL service, when conditions require, is intensive, as well as comprehensive.

As an editor of COAL AGE recently wrote, "Read your COAL AGE closely, and you will see that no stone is being left unturned to make COAL AGE a mirror of the industry, to make the achievements and experience of some enterprising individual somewhere the pivotal point for an advance of the entire craft."

This is the policy that governs ALL McGRAW-HILL publications. It picks the ablest men as editors. It sends them out into the fields served by those publications. It bids them seek the problems of those fields. And through their publications these editors lead and co-ordinate the search for the answer to those problems.

That is the kind of service that puts pulling power into a business publication.

That is why McGRAW-HILL publications are dominant in their fields.

That is why they are read—with care and respect—by the biggest men in those fields.

And that is why they exert the influence on those men that makes advertising in McGRAW-HILL publications productive.

Tenth Ave. at 36th St., New York

Engineering News-Record
Coal Age
Engineering & Mining Journal

Ingeniería Internacional
Chemical & Metallurgical Engineering



Try it out in Representative Milwaukee

Stability:

Distribution, copy that *pulls*, profitable results, steadily increasing sales—stability in a stable market—is secured at a minimum cost in Milwaukee, with the exclusive use of a single newspaper.

Because 4 out of every 5 English-speaking families in Milwaukee read the JOURNAL every day. The JOURNAL is their Buying Guide.

Your message in the JOURNAL guarantees you and your product as *right* to nearly all of Milwaukee. And it does it at one cost because no other medium is needed to establish your merchandise in this rich, progressive market.

Write today, without obligation, for interesting information of the Milwaukee Market in direct relation to your product.

The Milwaukee Journal

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr

O'MARA & ORMSBEE, Inc.

Special Representatives

New York

Chicago

Merchandising the Advertising Campaign to the Consumer

The Fuller Brush Company Gets Its Salesmen to Sell the Advertising When They Sell Brushes

By Arthur McClure

THE Fuller Brush Company, of Hartford, Conn., does not sell its goods through dealers, but sells direct to the consumer by its own house-to-house canvassers. The merchandising plan of the company possesses many out-of-the-ordinary features. At the time a previous story appeared in *PRINTERS' INK** four years ago, one big problem connected with the advertising campaign had not been solved, namely, the merchandising of the advertising campaign to the consumer.

In other words, when a Fuller salesman interviews a housekeeper in her own home and consummates or fails to consummate a sale, the company seeks to induce the salesman to explain to his prospect the details of the advertising campaign, show her proofs of current and future advertisements, interest her in the Fuller merchandising plan described in the advertisements, and make her a Fuller convert.

This, the reader will agree, is a man-sized job for a house-to-house canvasser.

In four years' time some interesting changes have been made in the Fuller plan. The present article will briefly refer to them and explain how the company gets its salesmen to sell the advertising when they sell the brushes.

A matter of this kind is one in which every sales executive is concerned—the close co-ordination of advertising and sales effort. The present story is not designed particularly to inform manufacturers who sell through dealers about the kind of competition they must be prepared to meet from concerns like Fuller, but to suggest how the dealer-outlet man may profitably use a few of the

ideas which Fuller is finding effective.

Sales work and advertising should function like pitcher and catcher. If the advertising does not deliver the goods at a time or in a place where the salesman can receive them, the combination loses something. The Fuller plan secures a close articulation of the advertising campaign with the work of the sales representative.

ADVERTISING TO HOLD SALE IN SUSPENSE

The reader will get the clearest idea of the subject by approaching it from the side of the advertising campaign instead of the sales canvass.

Four points are involved: (1) the advertising campaign; (2) the salesmen's portfolio; (3) the sales manual; and (4) selling the advertising.

First, what is the particular problem of the Fuller advertising campaign? How to advertise a product that cannot be bought in a store, for which orders by mail are not desired and where prospects must wait until the salesman calls upon them in their homes at intervals of four to six months.

The company advertises in women's publications. Half-page space is used to carry a fairly heavy message to the housekeeper. She has to be told about the quality and usefulness of Fuller brushes; that the brushes cannot be purchased in dealers' stores or by mail; that they can be purchased only from a Fuller representative who will call at the house; that it will pay her to wait for the Fuller representative before purchasing other makes of brushes elsewhere; and that when the Fuller representative calls it will pay her to purchase a suffi-

*Issue of November 9, 1916, page 90.

cient quantity to take care of her wants until he calls again.

At first glance the advertising campaign seems to be designed to sell brushes. It certainly is that. But in addition it seeks to sell the women of the country the idea of buying brushes scientifically after an analysis of their housekeeping needs with the help of a representative.

In this last statement is the genius of the whole Fuller idea. Why, at the outset of his business career, did Alfred G. Fuller, now president of the company, decide against the plan of selling his brushes through the dealer? Such a method of distribution would have been the obvious, easy way—the shortest cut to a big sales volume.

Because he had a vision of a "brush service" that would make housework easier. He believed brushes should be designed for particular tasks. He thought of housework in terms of brushes. It was not merely a brush, or a quantity of brushes, all alike, for every house, but a set of brushes, all different, each one specially devised for a special task, that constituted his vision. To rely upon a dealer or his clerk to present that service to the housekeeper was expecting the impossible. Brushes in a dealer's store would be just brushes. They might be hair, clothes, bath, bowl or mops to the clerk. That would not mean a complete brush service; it would mean only different styles from which a customer could make a selection.

In Fuller's estimation there was

only one way to carry this story to the housekeeper—in person. Selling by mail would be exactly like selling through the dealer, except the brushes would be offered for sale on a catalogue page instead of a dealer's counter. Fuller began his career by calling personally upon the housekeeper. He studied her brush needs. He became an expert along this line. He decided, therefore, to multiply

himself by training other men to do what he did. This meant national advertising, a tremendous sales force, an educational course and an intensive programme of personal solicitation. When his representative called upon the lady of the house, he wanted it to be in the rôle of a household efficiency expert, not as a solicitor.

Then when the representative presented himself at the front door, how could these things be got over to the woman of the house before she or the servant closed the door in his face? By national advertising. Thus would the entree be secured. With the representative comfortably

seated in madame's living-room and the brushes draped all about, how could madame be sold on the idea of buying this way? By selling her on the national advertising. How could the company make sure that the salesman would do this? By giving him an advertising portfolio that contained the whole story in presentable shape. How induce him to use it? By making it a part of his sales education, summed up and recorded in a sales manual that he could



The Luxury of Well Kept Hair

The woman with fine looking hair is the envy of her companions and wins the admiration of men. In the Fuller Hair Brush she finds the ideal means for indulging in this luxury. The brush is light, the handle fits snugly into the hand. The open construction of the bristles offers no base for the collection of dirt, germs or loose hair. Both sides of the Fuller are levelling surfaces. The bristles are live, stimulating and don't shed. They comb out the thickest hair and invigorate the scalp.

Fuller Brushes

democratize the value of Fuller Service—the house brush for happy house-mothers.

Remember That Fuller Brushes Are

Now—Now sold in stores, but can be obtained only from one of our 1000 Household Efficiency Experts. That is why the Fuller Trade-Mark Nation. (It has not yet called a meeting—until now.)

Read—Underlined in underlines—a special brush for every purpose.

Third—Fully guaranteed—your money back, if not satisfied.



Sales Office in All Principal Cities.

HARTFORD, CONN.

MAKING IT EASIER FOR HOUSE-TO-HOUSE CANVASSERS

carry with him and refer to as a text-book.

Probably the most striking thing about Fuller advertising is that it is employed to sell an idea which involves the purchase of goods at some future date not under the control of the purchaser. Looked at from this angle, it is unique in the realm of advertising.

Before the advertisements of the 1920 campaign appeared there was placed in the hands of each Fuller representative a complete portfolio of all advertisements for the year. This carried full-sized reproductions of the copy along with a message to the representative on the value and importance of the campaign and the use of the portfolio. The latter is to be shown on every call, the magazines in which the advertisements appear are to be individually mentioned and described and the current month's copy should be particularly emphasized.

The first benefit of such a plan is to the representative. It would be difficult to conceive a more effective way of drilling the sales force in the advertising, making them watch it and follow it and sell it to their customers and prospects. The other benefit is the lasting impression made on the house-keeper. Few other manufacturers have the same opportunity of merchandising their advertising directly to the consumer. The all-round advantages are so obvious that scarcely anything need be said beyond a description of the plan. It is literally sending a personal representative with each advertisement.

PRODUCT AND SALES ORGANIZATION

The line of products comprises about seventy-five articles, including brushes and mops, and these are featured alternately in the advertising. The country is divided into four sales zones, North Atlantic, Eastern, Central and Western, each one of which is split up into districts. A district may contain anywhere from five to ten branch offices, located in the principal cities. Altogether there are 110 branches. In the territory of each

branch office there are from five to fifty sales representatives, including men and women, a total for the entire organization of 1,050.

At the home office, sales are in charge of the director of sales, under which office are four sales managers, one for each of the zones. Under the sales director is also the educational department, with so many functions it is hard to arrange them in order for a clear description. To begin with, the educational department handles the advertising, sales promotion and helps educate new representatives. It issues all printed matter, employees' magazine, sales manual, bulletins. It has charge of sales conventions, schools, stereopticon lectures, sales contests and prizes. If this is not enough, it has just taken over the putting out of a one-reel industrial comedy film featuring Fuller brushes.

New representatives are hired by the branch manager, who instructs the new man or woman on the line and supplies him with literature, including the sales manual and demonstration outline. He also receives a sample case containing about twenty-five of the best selling brushes and is accompanied by the branch manager into the field for practical training. Special training is given at schools held from time to time throughout the country under the direction of the educational department, and at a national convention at the factory once a year.

Every salesman has a definitely outlined territory all his own and handles his business independently. His orders are sent to the nearest distributing station, of which there are three—Hartford, Toledo and Kansas City. The goods are shipped to the salesman direct, he keeps his commission (note that the commission plan is followed), and remits the remainder.

Salesmen work their territories intensively, using the "free brush offer" card plan. A card, post-card size, is mailed to or left personally at each house. This says

in effect that an advertising representative of the company will call within a few days and present the lady of the house with a special Fuller brush, absolutely free. A distinctive feature of the plan is the genuineness of the free offer. Madame is told on the card that the free brush offer is, frankly, a part of the company's advertising campaign. When the salesman calls he says, "If you will kindly get the card, I'll just step in and redeem it for you." Notice the salesman is now inside!

Newspaper advertising is employed occasionally to supplement the national magazine campaign, and to meet local competition.

IMPORTANCE OF SALES MANUAL

The sales manual is put out in a small loose-leaf binder. It is charged to the salesmen and the amount paid is refunded upon return of the book in good condition—not a bad idea, to give the book value, insure careful use and ultimate return.

The manual is a monumental work and leaves nothing to chance. It is divided into two parts, one of which is the standard sales talk and demonstration of Fuller service, and the other is an illustrated catalogue of the line with a table of excuses and answers.

There are two best ways of closing the order, says the manual, the "selective" plan and the "building up" plan.

Under the former the salesman demonstrates all the brushes featured in the sales talk and selects the brushes he thinks the prospect should have to care for her particular household properly. This, of course, is based on the number and kind of rooms and the size of the house. The selection would include brushes for the bath, bowl, bedrooms, and mops, dusters, and the like.

Under the "building up" plan, the representative makes the selection in his mind of brushes needed, then concentrates on them one at a time, completing each sale before going to the next brush.

One section of the manual is devoted to the explanation of the

national advertising and how it is to be woven into the sales talk. It begins:

"Here are some of our advertisements that we will run this year in the different magazines. Now you know that to advertise in these magazines a concern has got to be reliable, otherwise they would not accept the advertisements."

Then each magazine is taken up individually and its circulation, general character and good points referred to. All the time the representative keeps his portfolio before the eyes of his prospect, occasionally stopping to read a portion of an advertisement, explain the points of a brush, enlarge upon advantages, or describe the unsatisfactory features of ordinary brushes or the way of buying them at stores.

As an evidence of the success of the company's advertising and selling policy the increase of 1919 business over 1918 was 188 per cent. Business of 1920 is increasing at the rate of 90 per cent over 1919.

J. A. Holland With Smith, Denne & Moore

J. A. Holland, formerly advertising manager of the Canadian Consolidated Rubber Company, and who, since his demobilization from the Canadian army, has been with the service department of The Winter Thomas Advertising Agency, London, England, has joined the staff of the Montreal office of Smith, Denne & Moore, Limited.

Harry Thompson Mitchell Leaves Storm Agency

Harry Thompson Mitchell, recently with Jules P. Storm & Sons, Inc., New York, has established an editorial and advertising service in that city. Before joining the Storm agency, Mr. Thompson had been with Barron G. Collier, Inc., at New York and at Washington, and with the Nash Motors Company at Kenosha, Wis.

J. N. Morency With "Hoard's Dairyman"

Joseph N. Morency, formerly with *Better Farming*, Chicago, has joined the staff of advertising representatives of *Hoard's Dairyman*, Fort Atkinson, Wis. He will represent the publication in the field direct from the office of publication.

THE S
Sailor-bringer
Who lit the
Mine, thought
That makes

T

Ne
DAN
Tri

WHAT MAKES A GREAT NEWSPAPER?



THE SMILE-BRINGER

Smile-bringers! That is what they are
Who lift the mist and heal the scar.
Mina, though a boy, has glow of face
That makes my heart a happy place.

He Isn't a Prospective Customer, *but*—

As one of the scores of brain children of William Herschell, poet of The Indianapolis News, he brings a message of cheer to the thousands of his followers over the state.

Herschell poems and features are written for jes' folks. "The Kid has Gone to the Colors" aroused heart interest throughout the country and "Long Boy" was sung wherever the A. E. F. set foot. Herschell and his features are indicative of the editorial excellence of The News.



"Bill" Herschell has been a member of The News' "Idle Ward" for years and is enshrined in the hearts of Hoosierland.

The Indianapolis News

First in National Advertising in Six-Day Evening Field

New York Office
DAN A. CARROLL
Tribune Building

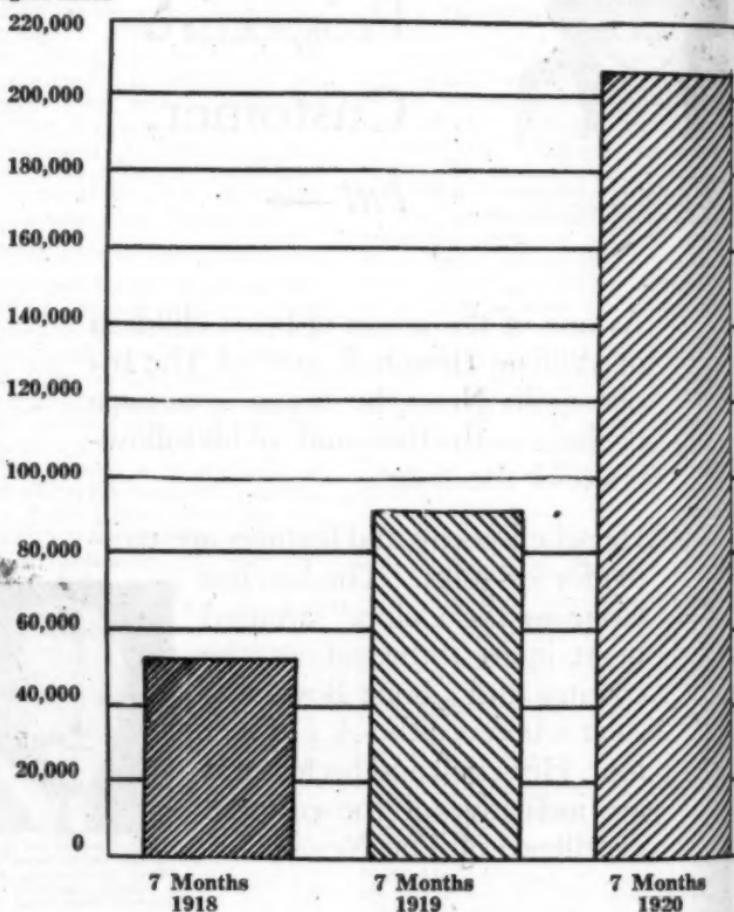
FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Bldg.

USE NEWSPAPERS ON A THREE-YEAR BASIS

Because It Gets Results

Agate Lines



Growth of Photogravure Advertising in THE SUNDAY STAR

sult

¶ The graphic chart at the left shows at a glance the phenomenal growth of Photogravure Advertising in THE BALTIMORE SUNDAY SUN.

¶ From January 1st to July 31st, 1920 THE SUNDAY SUN carried 207,926 agate lines of Photogravure Advertising—exceeding that for the same period of 1919 by 116,471 agate lines, an increase of over 127 per cent.

¶ In the first seven months of 1920 THE SUNDAY SUN carried 63,023 more agate lines of Photogravure Advertising than it did the first seven months of 1918 and 1919, combined.

¶ Advertisers have found that The *Sunpaper's* Photogravure takes their sales message into practically all worthwhile homes in Baltimore and Maryland. So they come back season after season.

¶ More convincing evidence that

Everything In Baltimore Revolves Around THE SUN

Morning

Evening

Sunday

JOHN B. WOODWARD
Times Bldg., New York

GUY S. OSBORN
Tribune Bldg., Chicago.

**Baltimoreans Don't Say "Newspaper"
—They Say "Sunpaper"**

The LARGEST PAPER
In the State of Connecticut

The
HARTFORD
Sunday
COURANT

The LARGEST
MORNING PAPER
In the State of Connecticut

The
HARTFORD
Daily
COURANT

Gilman, Nicoll & Ruthman
REPRESENTATIVES
World Bldg. Tribune Bldg.
New York Chicago.

Telling the Whole Truth Is Not a Whit Too Much

Deception Will React Against Its Instigator, in the End

By Richard H. Lee

Special Counsel, National Vigilance Committee, A. A. C. of W.

ONE of the most disturbing factors in present-day merchandising, and incidentally in advertising, as it relates to merchandise, is the deceptive branding of products. In some instances, the practice deals in untruths and is criminal in law. In others, while the terms themselves are truthful, they are deceptive, confidence destroying and fraudulent in fact.

The National Vigilance Committee of the Associated Advertising Clubs and its various local Better Business Bureaus, through their merchandise departments, have for some time been making a survey of this situation as it affects reader confidence in advertising and the permanency of good will.

We are faced by such terms as:

All Wool, India Linen, Silk Lisle, Australian Seal, Bay Seal, French Seal, Baffin Seal, Yukon Seal, Brown Marten, China Wolf, Live Leather, Spanish Leather, American Quartered Oak, American Walnut, Huron Pine, French Ivory, English Ivory, Parisian Ivory.

Many of these are plain frauds, designed to lead the purchaser to believe that he is getting something other than the product actually delivered. We cannot here go into detail as to each item, but they can generally be divided into two classes: the first, that in which the term, though truthful, gives no idea of quality and creates an unfair competition of the worst with the best; and the second, that in which the product is clearly misbranded and given a name which deceives.

There seems to be an inclination on the part of many manufacturers, and not a few retailers, to sell substitute, second-rate and inferior products under some sweeter sounding name. Just why

this is done has always been a mystery to us. Certainly the individual who first conceived the plan had a limited vision as to the good of the whole industry and a very slight conception of the value of good will in business. There is some excuse for the "fly-by-night" promoter putting over his deception, for he does it but once in a place. The next time he appears in a very different guise and at a different location. But the American manufacturer or merchant who stoops to this method of selling merchandise should awake to the fact that he is tearing down confidence, the one thing which more than anything else will assure the success of the future of his business.

INJURES HIS CHANCE TO MAKE BETTER SALE

Another phase of the matter which has caused us to wonder if the individuals who should be most keenly interested in this subject have given it any particular attention is the fact that all of these products must be sold by the retailer in competition with the real thing. Every retailer who is selling an imitation silk has thread silk to offer, and the same thing is true with woolens, furs, furniture and other products. And it seems perfectly clear to us that a continuation of this policy will not only tear down confidence in his own house, but deprive him of the opportunity to sell the real article, which would make an institution out of his business house. In other words, his action amounts to entering into unfair competition with himself.

The woman who buys a \$15 pair of shoes for \$6.65 may get a bargain. They may be of a good \$10 value, but when she discovers that they are not worth \$15 she

loses confidence for all time in the firm from which she made the purchase. And it follows, as the dray follows the horse, that when the woman with a prejudice against rabbit discovers that she has been sold rabbit under some meaningless name, she feels outraged. And if she goes no further than to be more inquisitive and careful in the future, that store has suffered.

One of the most annoying evils with which we have had to contend is the term "All Wool." There was a time when this term was abused through the sale of a mixed product under that heading, but under present-day conditions merchants frequently find it more profitable to deliver an inferior grade of "All Wool" than to supply the mixed product once used.

There are many grades of cloth which can truthfully come under the term "All Wool," beginning with the best Australian long staple pure virgin wool and running down to shoddy sweepings, with a staple so short that it becomes impossible to bind it firmly into fabric.

Shoddy has become almost a despised term. In our opinion, however, this is not justified, and we lay it largely to the fact that the public has come to look upon any piece of inferior fabric as being shoddy, regardless of its contents. Our investigations have shown that some grades of shoddy are actually equal to, if not better than, some of the poorer grades of virgin wool, but in the desire to lead the public away from the thought of shoddy, the adoption of the easy way rather than the more difficult but more enduring method of educating the public to its merit has been followed, and many manufacturers and merchants have jumped gladly to the sweater term "All Wool."

Let us assume that a merchant has two pieces of cloth on his shelf, one selling at \$2 a yard, the other at \$12, and both labeled "All Wool." They feel the same, they appear about the same, and since they are both sold under the same

broad term "All Wool," can you conceive of any reason why a purchaser should pay the additional \$10 for the higher-priced article and does it not seem that the American manufacturer would resent this unfair competition of his cheaper product with his better?

COMPETITION FALTERS AGAINST GOOD IMPORTED WARES

We are informed that only the best English textiles are imported into this country by reason of existing conditions. Suppose the buyer, making what he believed to be a wise choice, purchased the \$2 cloth which was made of short, staple shoddy. The first time he wears it it begins to disintegrate; after a few days it becomes threadworn and appears to have lost its body. When he buys again he can see no reason for purchasing the higher-priced American fabric—it is merely "All Wool," and very similar to what he has already purchased, so he decides to try the English product, and he gets much better satisfaction from his purchase. You will find it a rather difficult matter thereafter to convince that man that America makes better woolens than England ever dared to produce, and the American manufacturer has created a line of competition which could have been easily avoided.

At the last session of Congress a bill was presented by Congressman French under the title "Truth in Fabric Law." The law, as introduced, drew an arbitrary line between virgin wool and shoddy. While we feel that such a line cannot and should not be drawn, we nevertheless feel that the bill offers an excellent opportunity to cure the situation which has been set out. It has been charged that if the bill were enacted into law, the benefits would go largely to the wool growers of the country. With this we do not agree, but we feel that if the bill is so amended that fabrics can be truthfully labeled as to their exact contents, so that the purchasing public may know just what they are buying, it will do more to in-



BUSINESS DISTRICT, KOKOMO

Star Lights on Indiana A Special Beam on Kokomo

Kokomo, the county seat of Howard county, lies 54 miles north of Indianapolis. As you will gather from this view of the main corner of Kokomo's business district, the automobile industry is a prominent factor in this thriving city. The Apperson and Haynes cars are practically Kokomo made, these two factories giving employment to several thousand people. The capital invested in Kokomo's various industries is \$40,000,000; its yearly pay roll is \$15,500,000.

There are two good daily newspapers in Kokomo, yet 510 daily and 1,050 Sunday copies of the Indianapolis Star are read in Kokomo, while in Howard county 728 daily and 1,180 Sunday Stars are read.

It is the progressive, forward-looking men in Kokomo who are Star readers, as in all Indiana cities. Data gathered from 28 cities in a 75-mile radius of Indianapolis show that one out of every five business and professional men read

The Indianapolis Star

Largest Morning and Sunday Circulation in Indiana

Eastern Representative: Kelly-Smith Co., Marbridge Bldg., New York
Western Representative: John Glass, Peoples Gas Bldg., Chicago

ONE OF THE SHAFFER GROUP OF NEWSPAPERS

still confidence in American textiles, to break down the competition of imported fabrics, and to educate the American public to the economic value of more expensive materials than any other single suggestion which has been made up to this time.

What has been said of woolens and textiles is equally true of all other merchandise. The most valuable asset in any business is its own good name. When a merchant adopts the policy of protecting his good name, he becomes known in the trade as a safe man with whom to deal. When the merchants of a town, as a whole, adopt the policy, it becomes known as a safe town in which to shop. And when the business men of America awake sufficiently to adopt the policy generally, it will help our reputation abroad tremendously.

How Is Business and What Are the Prospects?

WHAT is the country's industrial condition? Its agricultural, financial, political condition? The board of directors of the Fidelity and Deposit Company, of Baltimore, Md., desired answers to these questions for consideration at its meeting on September 20.

To procure this information, the company submitted thirty-two questions to 900 representatives, especially selected with regard to geographical distribution from its field service. These 900 business men were instructed to interview at once bankers, merchants and professional men, farmers, industrial leaders, and also the Chambers of Commerce in their territories, and to telegraph the company a consensus of all the views gathered. These telegrams were then analyzed and the results tabulated on September 15.

The answers to industrial questions reveal: (1) That wholesalers and retailers are optimistic regarding prospects for fall and

winter; (2) that manufacturing plants are well filled with orders; (3) that there is neither a shortage of labor nor strong evidence of unemployment; (4) that there is no shortage of raw material sufficient to curtail production; (5) that industrial concerns are discounting their bills; (6) that building operations in most parts of the country are increasing; (7) that the country is solidly opposed to Government ownership of railroads, and (8) that there is a favorable sentiment regarding general co-operative movements.

In the agricultural field this company found that (1) the general conditions of the farmers throughout the entire country could be described as "good"; (2) that as a result of the sale of this season's crops the farmers are generally well supplied with funds, and (3) that the recent drop in grain prices has scarcely affected the farmers.

Answers to financial questions indicate that (1) banks throughout the country have funds to lend at interest rates varying from 6 per cent to 12 per cent; (2) the number of individual savings accounts throughout the country has increased; (3) the sentiment of the country is against the excess profits tax, and in some parts of the country there is a favorable sentiment for a sales tax to replace the excess profits tax.

Omaha Wants Better Business Bureau

Omaha business men have requested the Advertising-Selling League of that city to investigate the possibilities of forming a local Better Business Bureau. William P. Green, organization secretary of the National Vigilance Committee of the A. A. C. of W., was in Omaha this week to explain the organization and workings of such a bureau, speaking before the advertising club.

P. D. Davis With Packard Motors Export

Paul D. Davis, recently export advertising manager of the Firestone Tire & Rubber Company, has been appointed advertising manager of the Packard Motors Export Corporation, New York. L. F. McCarthy succeeds Mr. Davis at the Firestone organization.

THEATRE Program circulation is voluntary circulation.

Theatres are built and plays produced as the result of a demand on the part of New Yorkers.

And Theatre Program readers are the kind of people who make the dealer buy.

Over a million and a half a month concentrated on the best people in New York—The largest volume of class circulation in the world.

New York Theatre Program Corporation

Formerly Frank V. Strauss & Co.

108-110-112-114 WOOSTER ST. NEW YORK

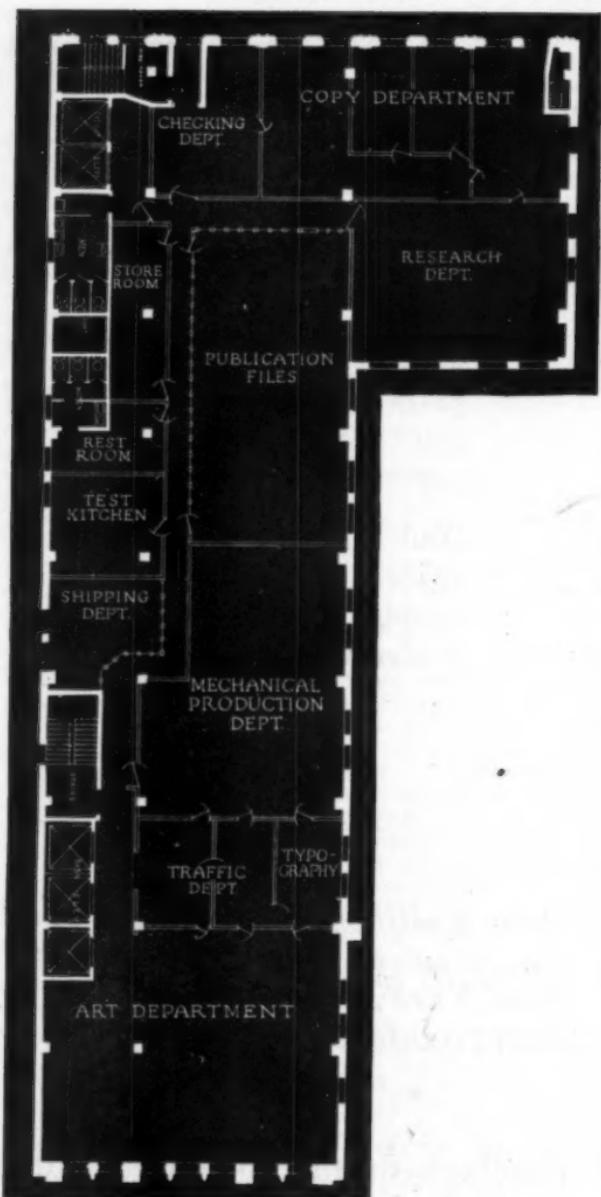
CHICAGO
406 Tower Bldg.

BOSTON
Little Bldg.

SAN FRANCISCO
Crocker Bldg.

Sept. 23, 1920

Sep

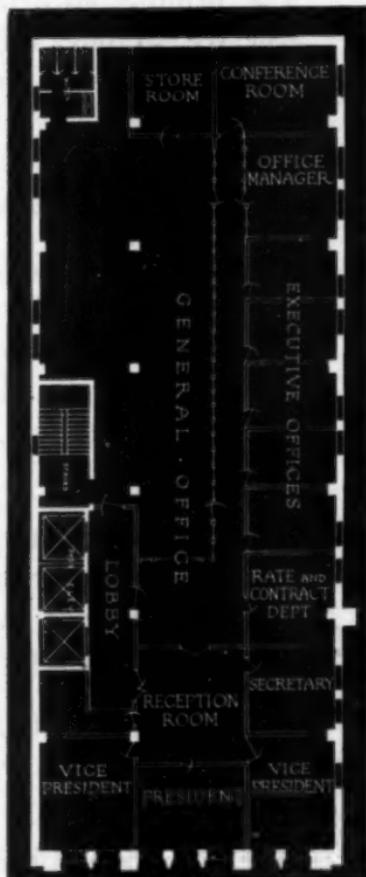


The Blackman

ADVERTISING

After September 27th, 1920, the enlarged offices of this Company will be located at **116-122 West 42nd Street**, occupying the 14th and 15th floors of the newly completed building between Broadway and Sixth Avenue. This needed change brings us 20,000 sq. ft. of floor space.

The builders do not assure us that all the plaster will be on the walls when the last desk comes up the lift, but to all our friends of old or recent standing we extend a hearty invitation to see our new quarters.



Company **New**
116-122 - W. 42nd ST. **York**

What's your time worth?

Did you ever have a job of printing go wrong? Did you ever try to buy a first-class job from a second-class house, and then worry and fret for weeks or months, and feel murderous when you looked over the first copies?

It's really pathetic to see a disturbed executive, waiting for and watching the progress of a piece of printing, spending in time and energy more than could possibly be gained in dollars and cents.

Proof is more impressive than promise. We want more buyers to give us a chance to do some of their thinking for them.

They will sleep better o' nights.

CHARLES FRANCIS PRESS

461 Eighth Avenue, New York

TELEPHONE LONGACRE 2320

new
hot vinyl amio

High Freight Rates May Force Radical Change in Theatrical Advertising

Why Cannot Better Merchandising Be Used to Lengthen Runs at One-Week Stands?

By J. G. Condon

OVERS of the so-called legitimate dramatic entertainment residing in what those who control and participate in this branch of the amusement world are pleased to call the "provinces" face barren prospects for the future, if the magnates of the theatre are to be believed.

Even prior to the announcement of the recent increase in passenger fares there had been a marked decline in touring companies. Perennial performers in "Uncle Tom's Cabin," "East Lynne," "Ten Nights in a Barroom" (what the Eighteenth Amendment has done to this masterpiece is another question) continued to flourish in the hinterland of the backwoods, which is even worse than the "provinces" to the more blasé element of theatricaldom. Presentations of such ancient and honorable examples of drama of another day, however, in a tent or the town hall, with wagons—or perhaps Fords for the more modern of them—for transporting company and props from town to town—are totally beyond the ken of the managers and those actors and actresses who know their Broadway, even though it be only when seeking an engagement and not from a knowledge gained as a performer in a New York theatre of the premier class.

But the stars of more or less magnitude were finding the "road" less and less attractive. As for the ordinary companies without a stellar feature, business apparently was not developing to make it worth while for managers to send them on long tours, even though the play they were offering the public had had a long and successful run in New York or Chicago.

Time was when the best of the season on Broadway was not averse to a series of "one-night stands," and Texas, Minnesota and Georgia were given brief tastes of what Detroit, New Orleans and Baltimore had in somewhat larger doses.

The last ten years has seen this decline. Increasing costs of travel and production, and the advent and popularity of the moving picture undoubtedly were responsible. Business fell off badly with the one-night stands. The movies offered an evening's entertainment for a dime—for a long while—and one was not destined for the poorhouse if the pictures were not worth it. But it cost \$1.50 and later \$2 to see a traveling company in the spoken drama of the better class, and, well—it was too great a chance to take. As for the productions of the Lincoln J. Carter type—what opportunity did they have in the thrill line alongside of films featuring the hard riding, the gun play and all-round dare-deviltry of such past masters of the art as William S. Hart, Douglas Fairbanks, Tom Mix and others of their ilk?

THE DOWNFALL OF BIG STAGE SPECTACLES

All this came to pass, it will be remembered, even before the recently increased passenger rates on the railroads went into effect. What of the situation since then? When Morris Gest, producer of spectacular affairs such as "Aphrodite," now playing in Chicago, walked up to the counter and was told it would cost him \$5,500 to transport his company, scenery, etc., from New York to Chicago, he developed a case of the blues

which has affected all the other magnates of the theatre with whom he associates. Amid great clouds of gloom he has pictured the situation which is to follow.

Spectacles such as "Aphrodite," "The Whip," "Ben-Hur," "The Garden of Allah," "Joseph and His Brethren," and others of that sort—a New Yorker might call them the Century Theatre type—will disappear from the American stage, according to Mr. Gest. Producing managers will give prior attention to the playwrights who do dramas requiring but one or two simple settings and a minimum cast, and road companies will become more and more of a curiosity. And why? Because passenger fares have been advanced twenty per cent.

Mr. Gest and other Napoleons of the theatre undoubtedly are correct in their conclusion that operating under present conditions is going to keep the larger productions to New York, Chicago, Philadelphia, Detroit, Boston and one or two other cities. But can they be content to see a money-maker in these cities cover the market there and then be thrown to the discard? Aren't there valuable earnings to be had from Utica, Akron, Nashville and dozens of other progressive cities of less than half a million people if the matter is handled in a straight merchandising manner?

ADVERTISING NEVER REALLY PUT TO THE TEST

In the past, when a popular New York success was to play Akron or Nashville (name your own town), the first legitimate advertising announcement of the fact occupied a space of a couple of inches at the utmost in the "amusement" column of the daily paper. The Sunday advertisement may have been a bit bigger, but the copy was largely the name of the local theatre and its manager, the title of the play and "with the entire New York cast direct from the Blank theatre." The idea of including any real selling talk apparently was never thought of—the advertisement was

there solely to appease the publisher of the paper that there might be no embargo from that standpoint, on what the theatre manager and the buoyant advance agent expected to put over on the dramatic editor. And that harried worthy usually found himself running the advance man's canned copy "without the crossing of a 't' or the dotting of an 'i'" because he had to curry favor with the theatre manager. As for the ready-made stories the advance man peeled off for the dramatic editor's use, seldom were they written in a way calculated to arouse the interest of any but the confirmed theatre-goer. Fortunately, this is a bit exaggerated so far as some towns and newspapers are concerned, but it is all too true in many instances.

And so it went. Those who were regular theatre-goers continued to go and there was no effort to find a new clientèle or to make theatre-goers out of those who found their entertainment in church sociables, lectures, card-parties and the like.

Then came the moving pictures. But were they content to have small announcements in the amusement column, with some hit-or-miss publicity elsewhere in the paper? Not by any means. They were out to make "movie fans" of those who had been regular patrons of the spoken drama, and those, too, who seldom saw the inside of a theatre. The achievement of "The Birth of a Nation" is a landmark in this respect. There were other notables before it and since then; even now the new "Way Down East" film is being exploited with a keen sense of the advantages to be gained by good advertising. It is not to be wondered at that the legitimate theatres saw the competition of the films grow—but even so they did not follow the way to new business the moving-picture managers pointed out to them.

The opportunity is not too late. A big New York success will play Detroit two weeks at the utmost, and Buffalo seldom more than a week. Yet Detroit, with its sub-

Get The Facts!

*About the LOUISIANA-
MISSISSIPPI MARKET*

TRADE EXTENSION BUREAU

Tea vs "Small black"

With more than a million bags of COFFEE entering through this port annually, folks frequently think of this as a city of the "small black" and discount us as a TEA town.

Yet last year more than 400,000 pounds of TEA were consumed in the territory covered by the NEW ORLEANS ITEM.

And there is a sales possibility for 1,903,500 pounds annually.

One brand of Tea today is outselling all its competitors combined, but the situation could be changed by—?

Better write or wire for details.

"In New Orleans—It's The Item."

THE NEW ORLEANS ITEM

Published Week-Day Afternoons and Sunday Mornings

JAMES M. THOMSON
Publisher

National Advertising Representatives
John Budd Company

A. G. NEWMAYER
Associate Publisher

New York, Chicago, St. Louis, San Francisco, Los Angeles, Atlanta, Seattle

urbs, is in the million-population class now and Buffalo has passed the halfway point. Two weeks in Detroit means probably sixteen performances, and figuring that the theatre is "sold out" for each and it has a seating capacity of, say, 1,000, this means that 16,000 persons—one out of every sixty people residing in the city—will see the show, and does not take into account the visitors and the thousands of people in the smaller towns north, south, west—and east, too, in Windsor, Walkerville and nearby Canada—who go to Detroit to shop and for diversion. Carefully prepared copy, reason-why copy or institutional copy, if you please, but always selling copy, in the newspapers of Detroit and its nearby neighbors, on the posters and in direct advertising to those who should be theatre-goers undoubtedly would get results—which might make Detroit a three- or four-week stand.

Similarly Buffalo could be made a paying proposition for two weeks—and yield a goodly net for each performance, something that does not always happen now—and so on down the scale through Akron, Nashville, etc.

Larger stops, shorter jumps and bigger houses for every performance would accomplish wonders for the company invading the "provinces." The "movie" is still there and flourishing, but it costs more than a dime to see Mary Pickford and Charlie Ray and the rest, and the great public which has been won to the theatre for the first time by the motion picture is a fertile field for the spoken drama. It will yield results if it is properly approached. But will the theatre managers see the opportunity and seize the methods of a despised competition to win them?

Joins "Textile World Journal" Staff

James C. Swann has been added to the service department of *Textile World Journal*, New York, as assistant to the manager.

More Advertising, Less Advertising Expense

FACTS on "What advertising can do for your business" that Hart Schaffner & Marx desired to place before their dealers were put in a booklet that the dealer could carry in his pocket. "We're sending you this booklet in such a size that you can fold it up and carry it in your pocket. We hope you'll do that and read it over again and study the figures until you know them by heart," the company said. Perhaps the fact that advertising men have been getting their facts and news for thirty-two years in a form that could be put in a pocket prompted this suggestion.

Hart Schaffner & Marx sensed the reaction that would come to the reader when, through the figures they gave him, he arrived at the conclusions "that you really can't spend any money advertising. The increased sales roll in so much faster than one can spend the money on advertising. The real way to decrease your advertising expense is to increase it." They knew that when they had brought their reader, if he doubted the power of advertising, to these conclusions, he would want to see the figures again.

Their suggestions that the booklet be kept in the pocket will serve to keep down requests for extra copies to be used by the same man, for he will, assuredly, open the booklet to see the figures many times.

W. R. Cole Joins Massengale Agency

W. R. Cole has joined the Massengale Advertising Agency, Inc., Atlanta. Mr. Cole was formerly with the Akron Advertising Agency Co., Akron, Ohio. He will be in charge of the merchandising and plan department of the Massengale agency.

Represents Wausau "Record-Herald"

The Wausau, Wis., *Daily Record-Herald* has appointed Hamilton-De Lister, Inc., New York, as Eastern representative.

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High-class art work of the Rotogravure section of The Minneapolis Tribune has attracted another advertiser, the Park & Tilford Products Company having placed a contract with The Tribune through the Jules P. Storms & Sons Agency.

The Minneapolis Tribune is carrying the campaign of the American Tobacco Company for Lucky Strike Cigarettes, placed by Williams & Cunningham.

The new series of strong selling copy for the Dodge car, put out by the Thomas F. MacManus Agency, is being published in The Minneapolis Tribune.

Hares Motors, Inc., is using The Minneapolis Tribune with a compelling line of copy, placed by the Hanff-Metzger Agency.

Taking advantage of the "good hunting" in the Northwest as a market for its product, the U. S. Cartidge Company is carrying an attractive schedule in The Minneapolis Tribune through the Geo. Batten Company.

American Credit Indemnity Company has chosen The Minneapolis Tribune for a series of advertisements prepared by the Chappelow Advertising Company.

The "Heinz Baked Bean Week" community sale went over big in Minneapolis on advertising carried in The Minneapolis Tribune. Representative retail grocers in all sections of the city joined in the sale and demonstration and in the co-operative advertising carried in The Tribune.

Glessner & Co. has placed a contract with The Minneapolis Tribune through the Sherman & Bryan Agency.

Hoyt's Service, Inc., has placed a contract with The Minneapolis Tribune for the Russia Cement Company.

Beautiful copy is being carried in The Minneapolis Tribune for Moon Kiss Talc, prepared by Philip Kebbe & Co., Inc., of New York.

The Minneapolis Tribune has been selected to carry the advertising campaign of the Noiseless Typewriter, distributed by the Office Machine Company of Minneapolis. Copy is to run twice a week for twenty-six weeks. T. G. Frothingham, manager of the Minneapolis district, is in charge of the campaign.

John Angle, director of advertising for the Powers Mercantile Company of Minneapolis, is sojourning in the East "in the interests of the firm."

The Dayton Company, of Minneapolis, one of the leading mercantile establishments of the Middle West, used a page ad in The Minneapolis Tribune recently, announcing its annual sales of summer shoes. Hugh Arthur, advertising director of the store, gave his personal attention to the copy, with the result that a combination of snappy cuts and attractive prices, plus the fact that The Tribune has the largest home carrier delivered circulation of any daily newspaper in Minneapolis, packed the department and made the sale a big success.

The Minneapolis Tribune

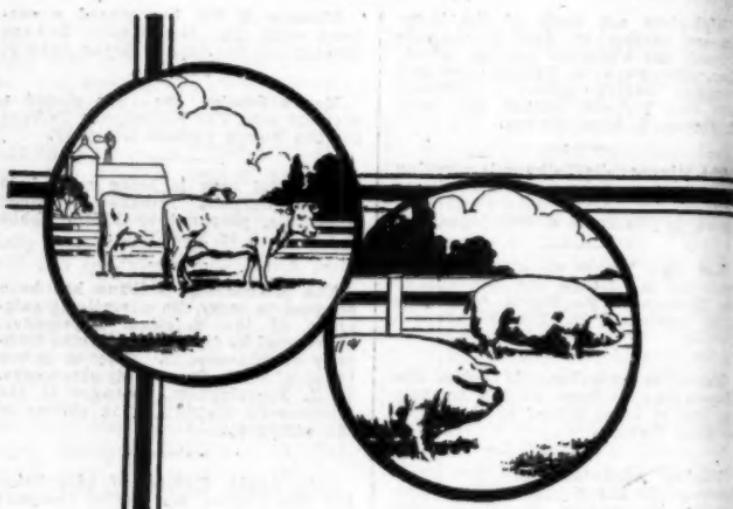
First in Its City

First in Its State

**First in Its Federal
Reserve District**

Member A. B. C.

Largest Home Carrier Circulation



One Way to Judge Your Market

Live stock ownership is a sure indication of a farmer's buying ability. More and more advertisers are verifying that fact every month through **FARM AND HOME**—the key to a responsive market 650,000 strong.

Live Stock Ownership Gauges Farm Wealth

Live stock is the year 'round wealth producer—the more live stock, the richer the *farm* and the richer the *farmer*. Just note these figures:

- 1—The average **FARM AND HOME** subscriber owns 11 dairy cattle; the average over the United States is 4.
- 2—The average **FARM AND HOME** subscriber owns 25 hogs; the average over the United States is 13.4.
- 3—The average **FARM AND HOME** subscriber owns 123 fowl; the average over the United States is 53.

F

NATIONAL FARM



Farm Wealth Gauges Buying Power

That's natural. The more resources and the greater unmortgaged income, the more ability—and *desire*—to buy.

The chances are your product can be used by farmers and farm families. Tell them about it through FARM AND HOME. 650,000 copies monthly.

Get All the Facts

We have presented only a small part of FARM AND HOME'S story—get the rest from your advertising agent or from us. Write!

FARM AND HOME

The National Monthly Magazine of Rural Life



PHELPS PUBLISHING COMPANY

Member A. B. C.

Springfield, Mass.

Chicago

New York

TWO PIECE

— or Combination?



The value of all underwear manufactured in the U. S. during 1909 compared to 1914 is charted below:

1909 - \$85,000,000

1914 - \$94,000,000

This is an increase of 9.3%.

During this 5 year period combination suits manufactured increased 162% while two-piece suits decreased 14%.

Were 1919 figures available, they would no doubt show the same conditions existing.

The farm women of America can be made the dominant factor in the sale of 50% of the underwear output.

Farm women buy all of their own—all of the children's—and about 80% of the men's underwear sold.

Far sighted manufacturers of heavy underwear are advertising to farm women with success.

We believe we have a message of interest for one or two manufacturers of light weight underwear. We will send a representative on request.



THE FARMER'S WIFE

A Magazine for Farm Women

WEBB PUBLISHING COMPANY, PUBLISHERS,

ST. PAUL, MINNESOTA.

Western Representatives
Standard Farm Papers, Inc.
1341 Conway Building
Chicago, Ill.



Eastern Representatives
Wallace C. Richardson, Inc.
381 Fourth Avenue
New York City

Members, Audit Bureau of Circulations

Republicans and Democrats Adopt Cautious Publicity Policies

Rival Political Camps Both Taboo Old-Time, Bombastic Press-Agent Methods

By Harry T. Mitchell

A JOBLESS press agent of the old school—one of the species whose tactics are coming more and more into disfavor—wandered into the Republican campaign headquarters a few days ago. He was a genuine old war-horse of magniloquence. His very nose itched to scent the smoke of battle, and he yearned to see and hear the old familiar hurry-skurry, the hustle and bustle, and the clack-clack-clacking of many typewriters grinding out hot stuff for print.

He came, he saw, but was disappointed.

Over in one corner of a small office sat Scott C. Bone, the Republican publicity director—quietly dictating a mere business letter in everyday, colorless English. Carl H. Getz, Bone's associate, was calmly sticking red, white and blue pins in a map. A young man with all the earmarks of a former reporter pecked away at a typewriter with an air of boredom. One of the two stenographers was calmly preoccupied with her nail file and chewing gum.

The j. p. a. backed out of that room like a man who had accidentally blundered into a tomb. But his nose still itched, and his eyes and ears yearned. So, with a haunted yet hopeful countenance, he made straightway off in quest of the Democratic headquarters. He arrived there. He looked in. Again was he saddened. The sanctum of W. J. Cochran, the Democratic publicity director, proved a replica of the other in its staid, conservative atmosphere.

Yes, even politics is encouraging the reformation of the press agent! The lid is clamped down and securely padlocked on the free publicity maneuverings of other Presidential years. Both parties

have eschewed all fanciful fiction about their candidates. They are agreed on the wisdom of sparing editors from bombardments of rip-roaring hurrah stuff. The new order of things is news only—actual, accurate news.

As practical editors, both Harding and Cox realize the present-day editorial repugnance toward press agents who try to glut perfectly good news columns with airy balderdash. And whether they as individuals are responsible for this change in publicity methods or not, it remains a fact that many editors have written letters to both camps expressing a pleased sense of relief that at last there are candidates practical enough to appreciate newspaper conditions.

MATERIAL SENT OUT ONLY ON ORDER

Of the two, the Republican publicity machine is far more ostentatious. None of the 6,000 publications on its lists receives, however, a single line of material unless by request. On neither side is there any attempt to flood editors with rafts of pictures, cartoons and news stories in the hope of getting at least some of them published.

For the first time in any Presidential campaign, the Republicans are making use of mounted cuts, merely as a convenience to a number of newspapers that prefer them. In addition four mat and plate services are being conducted, supplying news pictures and cartoons. Five thousand Republican newspapers also receive a daily clip service.

The Republican scheme of distribution consists merely of circularizing editors with proofs. If mats or plates are ordered, all well and good, but nary a one is

mailed out except upon receipt of a written request. Everything that goes out under this system has a good chance of getting into print. Frayed editorial nerves and overflowing wastebaskets are carefully avoided.

Cognizant of the newsprint shortage and the heavy volume of advertising, the Democratic publicity people endeavor to keep all their stuff down to 400 words or less. They send out a weekly clip-sheet, but do not maintain, like the Republicans, mat or plate services. Colorless newsheads top all stories, and no flubdub of any kind is permitted to creep into the context.

Thus has politics, an erstwhile stronghold of flagrant press-agent abuses, faced about in the right direction. It looks indeed as if the day of circus language and insupportable facts is about done for the press agent who would employ them.

Outdoor Advertising Convention at Cleveland

THE eleventh annual convention of the Outdoor Advertising Association was held in Cleveland on September 14 and 15, with an attendance larger than that of any convention held by the association in recent years.

During the first day of the convention addresses were made by R. L. Whitton on "Copy and Execution," W. H. Grant on "Art in Advertising," Otto Townsend on "Iron and Cement Billboard Construction," Leonard Dreyfuss on "Costs," Casimir Mayshark on "Color in Outdoor Advertising" and A. Conners on "Developing New Printers."

At the morning session held on September 15 John S. Hummer, counsel for the association, spoke on the service the plant owners should render. Addresses were also made by Milburn Hobson, president of the Poster Advertising Association, and Leonard Dreyfuss.

The afternoon was devoted to a national sales session. At this meeting Harry Dwight Smith, president of the American Association of Advertising Agencies, spoke on "The Province of the Agency, and Its Relation to Outdoor Advertising." H. Prescott Simpson delivered an address on "Outdoor Advertising and the Relation of the Plant Owner to the Advertiser." Among the other speakers at this session were H. F. Gilhofer, F. T. Hopkins, of the National Outdoor Advertising Bureau, and H. E. Erickson.

The theme of the convention was "service." Every speaker dwelt at some length upon the need of adequate service. The need of overcoming any tendency to restrict outdoor advertising that might be growing, was also discussed.

The officers for the ensuing year, elected at this convention, are: President, Geo. L. Chennell, Columbus, O.; vice-president, Harry C. Walker, Detroit; secretary, Chas. F. Bryan, Cleveland; treasurer, Samuel Pratt, New York.

The directors elected in addition to the above were: Leonard Dreyfuss, New York; E. C. Donnelly, Boston; H. R. McClintock, San Diego; George Kleiser, San Francisco; Harry Macdonald, Detroit; Geo. L. Johnson, Chicago; John P. Baird, Little Rock; George Sherer, Minneapolis; G. B. Read, Chicago; L. N. Scott, St. Paul; John E. Shoemaker, Washington, D. C.; Colonel Rife, Baltimore, and Chas. T. Kindt, Davenport, Iowa.

I. J. Cassatt With the Hecht Company

I. J. Cassatt, formerly with Hahn & Co., Newark, N. J., has been appointed advertising manager of the Hecht Company, Washington, D. C. He succeeds C. I. Derby, who has opened a service agency in Washington.

F. A. Smith With Tower Artists

Frederick A. Smith, formerly art director of the Beck Engraving Company, has been appointed art director of the Tower Artists, New York.

No. 7 of a Series on
PersonnelBEN K. BLAKE
Director of Productions

PRIOR to his association with Harry Levey, Mr. Blake had a complete experience in the production of regular photoplays with some of the largest producers in the country.

During the past three years he has received a concentrated education in the production of Industrial-Educational Films under the tutelage of Mr. Levey. During this period Mr. Blake has directed or supervised over two hundred productions.

In addition to the great number of production details which, of course, come under Mr. Blake's attention, he is responsible for the visualization of the subtle references to the advertisers' product and their sales messages which are incorporated into Truth Productions in such a manner that the finished film will be acceptable for showing in the best theatres everywhere.

The effectiveness of Truth Productions has been established and is being proven again each day. A list of concerns that have applied this medium to their problems would include the leaders in American Industry. If you are not already on this list, a request will bring the full information.

HARRY LEVEY SERVICE CORPORATION

*Producers and Distributors of
Industrial Educational Films*
NEW YORK CITY

Temporary Offices: 1664 Broadway

Studios: 230-232 West 38th Street

“When I Say Sell!”

John F. Bresnahan, of the American Chicle Company, Tells Why Some of the Best Salesmen Fall Down Hardest

By William A. Wolff

“**A**RE salesmen soft? *Are* they!”

Vice-president John F. Bresnahan, in charge of sales for the American Chicle Company, repeated the question. It was to be inferred from his tone that he thought they were.

“Order takers!” he said. “That’s exactly it. How can a man who thinks that all he has to do is to take orders sell goods?”

Mr. Bresnahan reached for binders that contained bulletins and letters that had gone out, at various times, to his sales force—to salesmen and to district sales managers.

“Look here,” he said. “Here’s a letter dated March 24, 1919—a year ago last spring. We were still feeling the war in our production. We were away behind in filling orders. And we had a big sales force that hadn’t been able to do anything but mark time for pretty nearly a year—maybe longer. I used to sit up nights worrying about those salesmen. I knew they were getting fat and lazy—like squirrels that are so well fed they won’t gather nuts for the winter!

“And I went after them—went after them right then, while they were still having it easy. I was rough with them, while they still thought they were good because they were turning in bigger orders than ever before. I wrote things and said things that were deliberately designed to be offensive. Here’s about the first of them—here’s the last paragraph. I wrote that we’d been carrying salesmen we didn’t need for months—maintaining a big selling force that was of no use to us, with conditions what they were. And I wound up with this: ‘But God help that selling force if it doesn’t sell when I say Sell!’

“Well, there were some of them that didn’t get help,” he went on.

“And they’re not with us any more. Some of our best men were the ones who fell down first and hardest.

“A good salesman is like a *prima donna*,” he said. “He’s temperamental—emotional. He’s either away up or away down. That’s one reason the crackerjack salesman, very seldom makes a good executive. And when something does go wrong it’s never his fault. He doesn’t fall down because he’s made some error in his calculations. It’s because the banks have made money tight, or the weather was wrong, or something.

“Some of them got an inkling of what was coming—either from the pounding I kept giving the idea that conditions were sure to change, or from studying it themselves. And they got ready. We have young salesmen who have turned this situation to their advantage. They were ready to jump in with aggressive selling methods when the old-timers were curling up every time they faced the need of really making a sale.

“This sudden shift from a seller’s to a buyer’s market has shown that a lot of salesmen we were all counting on were through—that they’d been spoiled by having things too easy. But it spelt opportunity for a lot of others. They’re getting their chance now.

“The only way you can make goods move now is to sell them. Anyone who tells you anything else, any concern that tries to say it’s still worrying about filling its orders instead of about making sales, is either kidding itself or kidding you—or trying to. It’s a perfectly healthy situation—it’s nothing to worry about. But it’s a situation every salesman might just as well meet now and acknowledge to himself. If he doesn’t do that voluntarily now he’ll soon be forced to do it.”

The Hartford Times.

Since 1817, Connecticut's Greatest Newspaper



New Home of the Hartford Times

THE Hartford Times in the last issue of this publication, very briefly made mention of the fertility of the Hartford field. For the next several months, the Times will in more detail tell of the reasons for the purchasing power of its people.

The field will be exploited by telling of the banks, its insurance business, something of the agricultural richness of Hartford County, of which County Hartford is the trading centre, of its manufactures and many other lines of business that enter into making this field one of the most fertile in the country.

The Times will also from time to time tell of its self and its power as an advertising medium in this fertile field.

National Representatives

KELLY-SMITH COMPANY

Marbridge Bldg.,
New York

Lytton Bldg.,
Chicago

How many corporations make a profit?

232,079

(Latest government reports
give a total of 351,426 cor-
porations of which 232,079
are profitable and 119,347
are unprofitable.)

SYSTEM

The Magazine of Business



OU can see there must be something vital about **SYSTEM** to keep it growing up to a Quarter Million. For instance, here are two of the 24 business articles in the October number.

"How big should a business grow?" is the question answered by one of the big men in one of the biggest businesses in the world. John J. Raskob, vice-president of E. I. du Pont de Nemours & Company, is the man.

George Eastman, president of the Eastman Kodak Company, believes there's something else in business besides money. His article in **SYSTEM** for October tells about it.

Right in **SYSTEM** itself are found the reasons why it is rapidly covering the whole Business Market.

Look over the October number.

rapidly covering
the whole
business market



HOW do you know what stereos can do for you if you haven't used ours? If you haven't tried stereos that exhaust the mechanical possibilities of type—that are as perfect as stereos can be made? There may be something in this. Shall we call, or write?

Partridge & Anderson Company

Electrotypes • Mats • Stereotypes

714 Federal St., Chicago

Where Is Advertising Going?

People Don't Behave According to Specifications, But Nevertheless Advertising Is Gradually Coming into Its Own

By Roy S. Durstine

JOHN PLAINFIELD sits down in front of the fire after breakfast on Sunday morning and lights his pipe and opens his paper. He is an ideal prospect for the shirt sale advertisement on page sixteen. He has the money, the discrimination, and he is open-minded about shirts. But just as he reaches page fourteen his wife calls down:

"John, dear, won't you see what's the matter with the back door? It won't latch." And John, like the dutiful husband he is, goes to fix the door.

And he never returns to that section of the paper. And all the thought, time, energy and money put into that shirt sale advertisement is wasted so far as John is concerned.

If there are enough Johns who are fond of their wives and enough broken back doors that Sunday morning, only one thing can happen. The advertising manager will send for his assistants on Monday morning and say:

"Our copy for that shirt sale was rotten." Whereas the copy may have been superb and the real fault may have been in advertising to the Johns on Sunday, when they are subject to distracting assignments of work from the Janes.

Jane Plainfield, the following Tuesday afternoon, settles down comfortably with the newest issue of her favorite fiction magazine and a box of chocolates. It being a rainy afternoon, she decides to finish both of them.

On page 287 is an advertisement of a new vacuum cleaner, and Jane is so sure that she needs one that she has put it on her shopping list for to-morrow. But just as she reaches page 285 the

Reprinted by permission from "Making Advertisements and Making Them Pay," published by Charles Scribner's Sons.

door-bell rings and here are Helen and Mabel with their knitting and an earnest desire for conversation.

So Jane never sees page 287, and to-morrow she goes to town and buys the vacuum cleaner which the salesman wants to sell her instead of the one which the advertiser on page 287 wanted her to buy. And if enough of these rainy afternoons are interrupted by calling knitters, the advertising manager of the vacuum cleaner company will show his agent the record of inquiries from Mrs. Plainfield's favorite magazine and will say sadly: "I'm afraid you folks aren't giving our stuff enough punch."

It's exactly like golf. So many things in life are like golf. You may practice your follow-through half a dozen times until you know absolutely that your club head goes out straight ahead in the direction of the green. And then you hit the ball, and because you turned your wrist a shade too much or moved your body ahead of your swing or looked up or made one of a dozen other mistakes, the ball bounces along the ground—topped! And you blame your follow-through, whereas the trouble was with your feet or your head or your eyes or your timing.

The psychologists tell us that experiments show that a cat's digestive organs go on strike when a dog enters the room. If fear has that effect on a cat, think what anger, envy, jealousy, hunger, poverty, laughter, ambition and any other sensation can have on a human being; and on advertising.

A flesh-and-blood salesman can draw away when he sees that his prospect is not in an approachable mood. And he approaches only those who are apt to buy. But a printed salesman, an advertise-

ment, blunders right ahead and goes after the sale of nursing bottles to old bachelors, adding machines to débutantes, perfumes to bellboys, condensed milk to financiers, fishing tackle to dear old ladies, and so on—all because people, thus far, read each other's magazines and do not permit themselves to be card-indexed according to sex, age, taste and income.

So you find men commenting on advertisements in magazines intended only for the eyes of their wives and failing to see advertisements in business men's magazines. And to hear women describing products advertised to their husbands. People simply don't behave according to specifications.

When advertising can drop all human beings into their proper filing envelopes and can arrange to be seen only under the most auspicious circumstances, then copy will have its true test.

Meanwhile, progress is being made. An advertisement does its best to select its own audience by its looks. Just the appearance of an advertisement will attract some people and repel others. If the right ones are attracted and the wrong ones repelled, or left neutral, a good start has been made. Advertisers know this and practice it. The same piece of copy would not be inserted in the *Ladies' Home Journal* and, say, the *Police Gazette*. But too often the difference between audiences is not sufficiently appreciated. And one of the most wholesome trends of advertising is to adapt the looks and sound of an advertisement to the medium's circulation.

The readers of some magazines seem to have formed the habit of sending for booklets. The readers of other magazines very rarely write for anything. If the same advertisement is addressed to both audiences, it is wrong in one case or the other. One direction in which advertising is going is toward greater appropriateness of appeal. Special copy is being prepared for each audience. The good old days of slamming the same piece of copy into magazines

entering, respectively, the front and back door of a house is fortunately passing. An advertiser may want the good will of both car owners and chauffeurs, but he talks to each man in his own language.

One of the editors of a metropolitan newspaper was talking about his plans for reorganization.

"We have some good actors here," he said. "We have some good scenery and the music is all right and the libretto is fair. But goodness knows, we haven't a show!"

In the advertising business we have some excellent fundamentals. We have many trustworthy practices and a growing set of proved truths and an accumulating code of ethics. But goodness knows we haven't a science.

It's too young, this business of advertising, to be classed as a science. It covers the whole range of human emotions and is subject to every whim and caprice of human nature.

Advertising men are still alive—very much alive, some of them—who can remember a time when the present ideas of agency service were unknown. And yet, young as advertising is, those who have been working with it as it has progressed are apt to take for granted too much knowledge of it on the part of the public. Much as it affects their lives, people haven't yet accepted many of the most commonplace phases of advertising.

At a dinner-party the other evening a woman of broad general tastes expressed herself very forcibly on the subject of carrying over fiction into the advertising pages. To advertising men this discussion is a very old story. Half a dozen years ago there were vigorous discussions on both sides. Many advertisers favored the carry-over method and many remained loyal to the solid advertising section. Both principles have shown that they can make advertising pay. And yet here was this magazine reader opening up the subject as if it never had

Welcome Home Again!

WHEN—some three months ago—the NEW YORK AMERICAN raised its price from two cents a copy to three cents, the circulation dropped from about 300,000 to 255,000.

In other words, 45,000 readers thought they'd try some other morning paper, all of which remained at two cents a copy.

To-day the 45,000 are back again in the fold of the NEW YORK AMERICAN, having proved to themselves that the NEW YORK AMERICAN is easily worth fifty per cent more than any other morning paper.

Over 300,000 readers proving daily in terms of money their undoubted preference for and loyalty to the NEW YORK AMERICAN!

What a magnificent medium for the advertiser!

been mentioned before. She didn't like to hunt through the advertising pages for the continuation of her stories, and she thought the practice ought to be stopped, and that was all there was to it!

A couple across the table chimed in to say that they didn't mind having their fiction split by advertisements, but what they disliked was seeing billboards along a railroad. There ought to be a law, they thought, to give them an uninterrupted view of the Jersey marshes. Here, too, the subject was approached in the manner of pioneers.

The other day there was a very interesting article in PRINTERS' INK about baths. Do people really take a bath every day? Apparently a great share of our countrymen do not. One thing or another seems to interfere. If that is true, why should the soap manufacturers concern themselves with advancing arguments for this brand of soap or that when what seems to be needed is an educational campaign for just soap? How many men put on a clean shirt and a clean collar every day? How many men are careful about keeping their shoes polished?

In a word, there are scores of fundamentals about human habits toward advertising and advertised products which most advertisers are too busy to consider. And why go after the market in the interior of South America when there are a dozen markets twice as big on your own doorstep?

In a single issue of a newspaper you will find advertisers in many stages of development. The keen, well-displayed, thoughtful advertisement of the seasoned manufacturer appears beside the old-fashioned "card" of the firm that remains backward. The long-pull advertisement of the firm that is building character over a period of years, the house that regards advertising as an investment and treats its appropriation as good-will insurance, is seen near the offer of the retail store which expects action within a few hours.

A retailer can think of his advertising budget in terms of

weeks. He knows from experience that if he spends \$5,000 this week he will turn over a greater stock so much more rapidly than he would without advertising that he will get from the public his money to pay for his advertising before his bills are due.

An institutional advertiser has no such immediate evidence of his advertising's power. He must have faith sometimes for years, until some day a test comes and he finds that his investment has rolled up for him a mass of good will behind his trade-mark which can be destroyed by neither disaster nor competition.

The time has come when the man who employs one of these methods is studying the methods of the other and each is gaining something from the work that the other has done. The kind of advertising that Butterick has been doing will help to educate people to the fundamentals of advertising itself. More campaigns explaining the elementary principles of advertising may be expected, and their value can scarcely be overestimated.

With a closer scrutiny of values in advertising has come a loosening of the grip held on business by personal salesmanship. A mediocre idea brilliantly presented may seem plausible and even promising when the presentation is made by a dominating salesman, but when it goes before the public without the benefit of its sponsor's eloquence the promise is rarely fulfilled. And when this has been repeated a few times the advertiser thinks more of his dollars than he does of the charm of an eloquent salesman. With the disappearance of superlatives from copy has come a demand for quiet, convincing argument with something more behind it than a heavy fist accustomed to rough work on mahogany desk tops.

Magazines which cannot measure up on net paid circulation and net cost per subscription do not attract the advertising that used to be started in their direction at the cocktail hour. The great little entertainer is not nearly so

(Continued on page 154)

Thumb-Nail Sketches of Washington D.C.



The population of Washington, D. C.

This population has a greater per capita wealth than any other city in the United States—an average of \$3,425.

THE census just taken shows Washington's population to be 437,571.

This is a population increase of over one hundred thousand since the previous census.

It makes Washington the country's 14th city in population.

The most of the best of Washington's population—those willing to pay a little more for something a great deal better—pay three cents for *The Washington TIMES* as against the two cents price of the other three National Capital newspapers.

The Washington Times

The National Capital's "Only 3c Newspaper"

Eastern Representative
I. A. KLEIN
Metropolitan Tower
New York City

Western Representative
G. LOGAN PAYNE
Marquette Building
Chicago, Illinois

Sept. 23, 1929

Sept. 23, A.

Where is Your Brand Strongest with the Farmers?

Summary of Replies from Questionnaire appearing in the May Issue of Farm Life—BAKING POWDERS.

Summary of Replies from Questionnaire appearing in the May Issue of Farm Life—BAKING POWDERS.

	14	31	9	6	10	16	30	81	9	8	14	1	1	28	29
New York	189	35	10	10	10	10	10	10	10	10	10	10	10	10	10
North Carolina	330	14	10	10	10	10	10	10	10	10	10	10	10	10	10
North Dakota	320	10	10	10	10	10	10	10	10	10	10	10	10	10	10
Ohio	320	10	10	10	10	10	10	10	10	10	10	10	10	10	10
Totals	6,116	704	1,075	206	76	229	233	80	642	257	35	402	1,200	5,028	5,450

THIS table shows the relative strength in rural districts of various leading brands of baking powder. It shows in which states they have their best distribution, and how good it is compared with their competition. The table was compiled from a questionnaire which was answered in great detail by over 6,000 Farm Life readers. We have similar tables on more than 50 articles of common use. Perhaps the kind of product you make is included.

The analysis is based on a sufficient number of replies to make it really valuable.

Write for the subject in which you are interested.

These tables show also the remarkably even distribution, in proportion to Farm Population, of Farm Life readers throughout the country.

THE FARM LIFE PUBLISHING CO.

THE JOHN M. BRANHAM COMPANY, Advertising Representatives
NEW YORK CHICAGO DETROIT CLEVELAND ST. LOUIS KANSAS CITY ATLANTA SAN FRANCISCO

Farm Life



Sept. 23, 1921



Who delivers the Building Materials?

Who delivers to the construction job the millions of tons of building materials used annually in this country?

The man who *sells* them—the retail building supply dealer.

And this magazine reaches 10,000 of those dealers every month. 78% of them own trucks now, better than two trucks apiece. 11% are in the market for trucks. 17% use trailers.

Here is a big truck market—truck manufacturers have been slow to cultivate it—now's a good time to start.

This magazine covers the field—it's a different kind of business paper—it *sparkles*. Ask for a copy.

Building Materials is the only
A. B. C. paper in its field

BUILDING MATERIALS

A Magazine for the Dealer

314 New Telegraph Building

Detroit, Mich.

Some Queer Trade Problems That Manufacturers Are Unriddling through Co-operation

A Melange of Business Ills That United Industries Are Curing

By C. H. Rohrbach and John Allen Murphy

THE previous articles in this series have in each case been confined to one particular subject, such as the "Open-Price" associations, the financing of trade associations, why associations fail, and so on. There are, however, many things done by trade associations that do not come under any particular classification or to which it is not feasible to devote a separate article. In fact, it is in dealing with the occasional emergency or in performing special work of an unconventional character that many trade bodies are rendering their most valuable service to the business men who belong to them.

For example, an Exchange Bureau that acts as a clearing-house for the members' raw-material wants, or through which they may dispose of an oversupply of raw material, is a leading feature of a number of trade associations. Prominent among these is the International Association of Garment Manufacturers, which issues a weekly bulletin in its piece-goods exchange department that is mailed to reach all members, as nearly as possible, every Monday. This bulletin gives the offerings received up to noon of the previous Thursday. A key is used to denote whether the offerings come from members, non-members, mills or jobbers. Such items appear as 500,000 yards 28", 2.40 Brown Denim; 264,000 yards 29" 8-oz. Brown Osnaburg; 860,000 yards 30", 6½-oz. Drill; 100,000 yards 39" 68 x 40, 1.85 Gray Drills, and so on. The price is given opposite each item and the Exchange Department acts as broker, accepting and placing orders, but not financing them. For this service a nominal brokerage fee of one per cent is charged to defray the

expense of the department. Although it has been in existence only about a year, some months' transactions have run from \$200,000 to \$300,000.

A similar service is conducted by the Associated Dress Industries of America, which lists, under a code number, lots of serge, velveteen, crepe de chine, georgette and other fabrics that its members desire to dispose of. Prices and terms are stated in each case. Under the heading "Open to Buy" are listed various items that its members are in the market for. In some cases the price they are willing to pay is given, in others it is left open. No record of total transactions has been kept, but a questionnaire sent out some months ago disclosed a turnover of more than \$80,000 on one Bulletin. No fee is charged for this service.

The United Waist League of America states that almost \$1,000,000 worth of raw materials changed hands within the year ending March 1 last through the medium of its Exchange Bureau, which is conducted along much the same lines.

LABOR UNIONS HELP ENLARGE MARKET

Although overcoming obstacles and finding a way around when the outlet for his goods apparently is blocked is part of the daily routine of the sales manager, it seldom leads him to join forces with the labor unions. Therefore, the case of a trade association executive who got the help of the labor unions, not once but several times, to enlarge the market in certain fields is deserving of attention.

Zenas W. Carter, who is now secretary and manager of the Ma-

terial Handling Machinery Manufacturers' Association in New York, when Commissioner of the Associated Metal Lath Manufacturers, had an interesting experience in that field in selling the employers' and the employees' respective viewpoints to each other. During the period of the war hundreds of wooden buildings were going up at the cantonments, and he saw no reason why stucco on metal lath should not also have a trial. Unable to make any progress at Washington, he got in touch with the journeymen lathers' union and learned that keen competition between the metal lath manufacturers had resulted in their putting such light-weight laths on the market as to incur the dislike of the lathers and plasterers. He succeeded getting the product right, so as to make boosters instead of knockers of the men who had to handle and use it. These unions collected figures showing that while carpenters were extremely busy, hundreds of lathers and plasterers were unemployed, after which they secured a hearing at Washington, where they presented their data. The result was a change in specifications whereby stucco and metal lath were tried out for cantonment buildings.

We are all familiar with the old-style granite block pavements, almost as rough and uneven as if laid with cobble-stones. Several years ago the Secretary of the Granite Paving Block Manufacturers' Association showed the unions how greater accuracy in cutting these granite blocks would assist the contractors in laying jobs for pavement and would ultimately increase the use of granite blocks. Costs of repairs and replacements would be lower, furnishing a good selling argument for such paving of heavy-traffic streets. The unions saw the point and thereafter turned out smooth and accurately cut blocks. But then another difficulty arose. The new blocks were laid unevenly. Contact with the pavers' union was established. The granite block-cutters' union also sent a delega-

tion to call on the pavers, and as a result of the mutual understanding and good will that was established there are now miles of granite block pavements that are a delight to the eye and a source of satisfaction to those riding on them.

The larger trade associations have traffic divisions which render valuable assistance to their members, this having been particularly true during the period of Government control of the railroads when many of the customary sources of information and assistance were either abolished or greatly curtailed. The Cable Manufacturers' Association of America, for example, has a transportation manager who investigates complaints regarding express and freight service, traces, locates and secures delivery of lumber and other raw materials, secures settlement of claims against the carriers and handles miscellaneous questions that are referred to him relating to demurrage charges, switching charges and service, sidetrack leases and agreements, war tax on freight and express charges, fuel and power contracts and supply, freight classification and rates, embargoes and many other matters of transportation.

The Rubber Association of America has a transportation section working along similar lines under the supervision of a committee of twenty-two, representing the principal manufacturers in the organization.

GETS PROMPT COURT ACTION WHEN EMBARGO THREATENED

Several months ago the silk industry was profoundly stirred by an order that canceled all freight rates on raw silk, artificial silk, thrown silk and spun silk. The Silk Association, through its attorneys, at once applied to the courts for a restraining order. The first court decided that it had no jurisdiction. Counsel for the Silk Association appealed on the ground that the railroads, as common carriers, were by common and statutory law required to continue the transportation of good

The Power to PULL

There are a few newspapers dotted here and there throughout the country whose influence is out of all proportion to their numbers from a news, editorial and particularly an advertising standpoint. Ask any group of advertising men familiar with Philadelphia, which newspaper in Philadelphia fits that description, and nine out of ten will say

THE PHILADELPHIA RECORD

and when asked for the reason,
they will answer—

“Always Reliable”

by freight which had been customarily transported in that way, and that this was a fundamental jurisdictional question which the courts alone could pass upon. The higher court promptly sustained the contention of the Silk Association, and it won a victory which may be of great benefit to other industries if they are ever confronted with a similar problem.

The running down of thefts from railroad cars and lighters would seem to be a part of the work of the traffic division, but on second thought it can readily be seen why the credit-men should take a hand in the game. A recent case of this kind is the indictment of forty-eight persons for being implicated in the theft of merchandise valued at over a million dollars. They include proprietors of a storage warehouse, a trucking firm, the owners of a couple of textile plants, a freight conductor and several brakemen, two retail grocers and the proprietors of a saloon and garage. The property included woolens, worsteds, raw silks, alcohol and whiskey, and according to the Prosecution Bureau of the New York Credit Men's Association, it is believed that the indictments led to the trail of organized robberies totaling over \$6,000,000.

The two industries that probably are the best organized for protection against theft are the silk and jewelry trades. The Vigilance Committee of the National Jewelers' Board of Trade has made some wonderful identifications and recoveries of stolen jewelry and gems, as well as bringing to account dishonest workmen in the factories of its members. The operations of the Missing Property Bureau of the Silk Association have been described in these columns and are so well known as to need no special mention.

In this connection a very important step has been taken by the Silk Association, comprising the formation of the Textile Transit Insurance Company, for the purpose of providing transit insurance at a low cost to the members of the Silk Association and others

who may subscribe to its stock. At present writing over \$500,000 of the \$525,000 capital stock has been subscribed. When the new company gets into active operation it will naturally have to make investigations of claims and guard against fraud, so that ultimately it will take over all the functions of the Missing Property Bureau of the Silk Association. It may also operate trucks, with proper guards, between New York and outlying districts, and through these various measures it is expected that not only will the problem of silk thefts be kept well in hand, but that the cost of insuring against such thefts will be considerably reduced.

HELPS IN A FALLING MARKET

The present slump in retail buying is making hard sledding for everyone engaged in the woolen trades, extending all the way back to the growers. In Ohio, for example, there are many small farmers whose clips range from 1,000 to 4,000 pounds and who are unable to find a market just now except at a price that would mean a heavy loss for the year. The North Dakota Wool Growers' Association has recently been formed, and plans to pool the State's wool crop as soon as a suitable warehouse can be obtained, and hold it until it can be profitably marketed. There are twenty-four county wool growers' associations in the State, each of which will pool from two to six carloads of wool. In Montana there are many individual growers whose clip for the year runs from 10,000 to 20,000 pounds, and to help all these farmers to carry the load until a market for wool is re-established the National Wool Growers' Association has been instrumental in working out a satisfactory financing plan. A wool grower may ship his wool to one of the usual points of distribution and then draw a draft against his bank for whatever sum it has agreed to advance him, secured by the bill of lading.

Under the Federal Reserve Act, any member bank may accept a

(Continued on page 81)

it pulls

The American Crucible Products Company
 PROMET AND PROMET BRONZE
 Elyria, Ohio.

June 22, 1920

The Iron Trade Review,
 Fenton Building,
 Cleveland, O.

Attention Mr. J. D. Pease, Advertising Manager.

Gentlemen:

We have been intending to write to you for some time regarding the remarkable success which continues to attend our publicity in THE IRON TRADE REVIEW, but as our business has more than tripled itself in the last ninety days our sales department has, as you can readily imagine, been overwhelmed with work. We frankly attribute a great portion of this phenomenal growth to the widespread publicity given to our product through our advertisements in your pages.

The enclosed advertisement appeared in your issue of May 27th, and we cannot at this moment even estimate what it will bring us in the way of new business. We can, however, say that up to this time 131 coupons bearing your footnote, "Say you saw it in the IRON TRADE REVIEW" have been received, the great majority of them from responsible officials of well known companies. Of this number 108 were from widely scattered sections of the United States (we have not checked up but we believe they covered every State in the Union.) 20 were from Canada, 2 from England, and 1 from Jamaica.

Our salesmen are following up these enquiries as rapidly as possible. We have already received orders from thirty-three of these prospects and we expect to obtain them from at least fifty of the others.

A remarkable feature of this advertising is that enquiries still continue to come in from this advertisement at the rate of one or two a day, showing that THE IRON TRADE REVIEW is not only read but re-read.

Yours very truly

THE AMERICAN CRUCIBLE PRODUCTS COMPANY.
 G. B. Mandel,
 Sales Manager

G.O.I.-LB

and pulls

Street & Take the Guess out



advertisers

Street & Finney, Inc. (Est. 1902) Advertising Agents

Finney of *Advertising*

News:

An old slogan for hooks and eyes—"See That Hump"—revived and tested by Street & Finney methods, has been proved to present the most popular advertising appeal for a new product of the same manufacturer—De Long Snaps.

171 Madison Avenue, New York

Sept. 23, 1920

Big Men and MOTOR



NATIONAL MOTOR CAR & VEHICLE CORPORATION
BUILDERS OF NATIONAL CARS
INDIANAPOLIS, INDIANA

AUG. 20th, 1920.

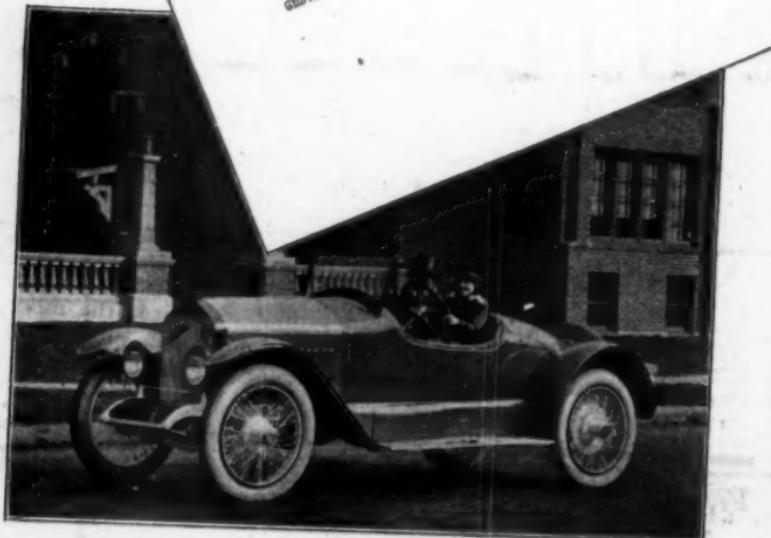
NATIONAL
119 E. 40th St.,
New York City.

Uncle Tom:

Every issue of MOTOR is welcome to my
desk, not only because it is intensely interesting
editorially, but also because its advertising is re-
presentative of the industry.

Yours very truly,
Geo. M. Odell,
President.

QHD:TW



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draft of this sort, provided it does not have more than six months' maturity, and the Federal Reserve Bank in turn may rediscount or purchase these drafts if they mature in not more than three months from the date of rediscount. By bringing about uniformity of warehouse receipts their standing as negotiable collateral will be improved and the financing of the wool grower will be made easier.

Questions such as rates of wages paid and hours worked are of vital importance to most business executives, and practically all trade associations devote more or less time to them. In addition far-seeing men realize that the success of their business is intimately connected with the comfort, health, safety and mental development of their working forces, and frequently the larger associations devote some of their efforts along these lines. For example, a training school for workmen in the jewelry trades is to be opened this fall at Milford, Mass., where a large estate was purchased a month or two ago, the buildings on which will be used for housing the students and for workrooms. The project is under the auspices of the New England Jewelers' Association, and affiliated trade bodies. A somewhat similar movement was suggested about a year ago in the tanning industry, and the Tanners' Council is now at work on the proposition. It has recently issued a referendum to its members as to ways and means of establishing a tanning school, and the opinion seems to be that it should be connected with some established educational institution.

TANNERS HAVE UNUSUAL INDUSTRIAL BUREAU

An Industrial Bureau whose activities it would be difficult to parallel is in operation by the Tanners' Council. R. S. Bonsib, the director, spends a large part of his time visiting the plants of members who request his services, advising them on matters of accident prevention, sanitation, health, hygiene and fire prevention. The

Bureau issues weekly Safetygrams, which have covered the entire field of mechanical appliances in the tanning industry, embracing such matters as the protection of cropping-knives or the prevention of accidental starting of tanning drums.

Mr. Bonsib relates an interesting story of how he sold the Safetygrams to his members. His first experiment on the subject was to send out a letter and a circular, which were later combined into the Safetygrams, printed on white paper. Apparently little attention was paid to them until the idea was conceived to print them on orange-colored paper. Since the change of color the requests that come in every week for additional copies show that they are taking a strong hold. In one case another trade association that had gotten a Safetygram asked for 400 additional copies.

As an engineer and chemist Mr. Bonsib is in a position to render technical assistance to his members. He has written pamphlets on such subjects as the dangers of anthrax, proper sewage disposal, and how to build a concrete vat.

The Bureau has developed an illustrated lecture called "The Romance of Leather Making," which is given before Chambers of Commerce, Rotary Clubs, colleges and schools, and which contains over two hundred pictures that have been photographed in all parts of the world. The lecture shows the tanning industry in all its stages and is instrumental not only in helping to eliminate a certain amount of prejudice that has existed against it on the part of the general public, but also in stimulating the interest of those who are connected with the industry.

In Michigan there was recently formed the Michigan Merchants' Association to encourage fair dealing in handling merchandise, and to watch out for the interests of the retail merchant in that State. A bureau is also to be maintained to put the retailer in a more favorable light before the consumer. It is proposed to collect a fund of \$60,000 in contribu-

tions ranging from \$5 for firms doing a business of less than \$20,000, up to \$100 for those whose volume amounts to \$200,000 or more. Delegates representing eleven retail bodies, with a membership of 6,000 merchants, were reported to have attended the organization meeting at Grand Rapids. It was announced that an organization of merchants was needed to prevent the enactment of radical legislation promoted by the farmers and their organizations, and to see that the public is furnished the truth in regard to matters relating to the retail merchants.

Strikingly different is the method of approach of the Motor Truck Association, which has engaged a practical farmer as a lecturer, to appear before farmers' conventions and demonstrate the advantages of the motor truck on the farm. A Motorize-the-Farm Convention was held in New York the other day, at which this lecturer stated there are 2,400 farms now idle in New York State because there is no one to work them. Only by using improved mechanical appliances can this labor shortage be overcome, and agricultural production be permitted to keep pace with the growth in population, and an important factor in reaching that goal is the motor truck.

The interests of the farmer, as well as those of the consuming public, are also being served in the plans to secure better handling of eggs and reduce breakage in transit that have just been worked out and which call for the co-operative efforts of the National Poultry, Butter and Egg Association, the Trunk Line Association, the Mercantile Exchange, the Bureau of Markets of the United States Department of Agriculture, and the Division of Foods and Markets of the New York State Department of Farms and Markets. It is proposed among other things to wage an educational campaign to improve and standardize present methods of packing and loading; to investigate causes of breakage and determine the

means by which this breakage can be reduced.

To relieve pressure on the domestic market and find an outlet for the surplus products of his members is the purpose of the Executive Director of the Women's Wear Manufacturers' Association and of the Woolen and Dress Goods Merchants' Association, who, it is announced, will sail shortly for Europe for the purpose of studying conditions there. Some of his members, it is understood, are consigning merchandise abroad in the Executive Director's name and authorizing him to dispose of it for them on his arrival.

HELPS STANDARDIZE PRODUCT

Many an individual advertising campaign has come to grief because the product was not right, or because it did not come up to the claims made for it in the advertising. How much more important is it, then, when a whole industry is involved and sometimes large sums of money are being spent on co-operative advertising campaigns, that standards of quality be established and maintained. The following incidents describe how this problem is overcome by some of the trade associations:

The Associated Cooperage Industries of America is an amalgamation of some four or five associations, each one of which represented a certain group in the industry, which is divided into two primary branches, namely, Tight and Slack. The many and varying factors entering into the production of cooperage stock make it difficult to produce a uniform standard grade of material, and as the extent to which cooperage is used as a container is determined to a degree by the quality of material used, it was recognized that the desired uniformity of grade could be obtained only by a systematic mill inspection. Therefore, according to V. W. Kraft, Secretary of the Cooperage Association, about a year ago a group of slack cooperage stock manufacturers decided to inaugurate a service of that kind. A trademark was adopted and manufac-



Reaches an industrial field which buys \$500,000,000 worth of factory equipment annually—the textile manufacturing industries, with mills located in every state of the union.

A highly specialized advertising medium which 800 leading industrial advertisers capitalize as a vital factor in their sales plans.

Adapted for the advertising of practically every product sold to manufacturing industries.

Ask on your letterhead for a copy of our book "Selling to Textile Mills," which gives definite information about the textile field as an industrial market

Textile World Journal

*Audit Bureau of Circulations.
Associated Business Papers, Inc.*



BRAGDON, LORD & NAGLE CO.
334 FOURTH AVENUE, NEW YORK

turers who satisfied the inspector that their output conformed strictly to the Grade Rules and Specifications were privileged to use the Association trade-mark. The necessity for this service was augmented by the advertising campaign inaugurated about the same time by the Slack Cooperage group of the Association.

This mill inspection service proved to be such a pronounced success that the Association adopted and extended it to cover the entire industry, tight and slack, it being then supported by the Association rather than by any particular group of individuals.

For many years a voluntary corps of inspectors, located at different points, was available to the slack cooperage concerns, although this service had not been a success because the business connections of the inspectors were such that their services were not acceptable to the entire trade. The inspection force is now regularly employed by the Association and provides a means whereby buyers of cooperage material, tight and slack, can receive an official and impartial Association inspection, in cases of complaints or rejections. This service fills a long-felt need in the industry.

In Mr. Kraft's opinion there are many benefits resulting from the operation of a service of this kind which do not always manifest themselves directly. It supplies a certain stability to the industry and affords protection to all parties at interest, stimulates greater care on the part of the manufacturer, who has everything to lose and nothing to gain by shipping inferior material, and discourages unjust and unwarranted complaints on the part of buyers. It is confidently anticipated, too, that the inevitable result of mill inspection will be a material lessening of the necessity for reinspection at delivery points.

Although the Portland Cement Association is known to the general public principally for the co-operative advertising it has conducted so successfully for many

years, H. Colin Campbell, director of the Association's Editorial and Advertising Bureau, tells us that one of the most profitable lines of endeavor of the Association has been an inspection service which amounts to following cement into the field and seeing that it is correctly used. It is realized that no material can do credit to itself unless used as intended, and it has been the endeavor of the Association to work for better engineering specifications and to use all consistent effort to have these specifications adopted and strictly adhered to on work where cement is involved. As a result complaints of quality are not often made unless justified.

Take the Southern Pine Association, the National Hard Wood Lumber Association, and other associations of lumber manufacturers; the National Canners' Association, the Portland Cement Association, the California Fruit Growers, Oregon Apple Growers, Walnut Growers, and numerous other groups that are advertising and in some cases marketing the products of a considerable number of manufacturers or producers and who, therefore, automatically get the benefit of the Association's advertising and trade-mark, it is absolutely necessary for the Association to maintain an adequate inspection service to protect the good will that its advertising has established. In fact, there are many industries in which the manufacturers of high grade products are badly handicapped in the distribution of their goods because they are in competition with makers of miserable and inferior wares. No standards have been established, and it would be to the everlasting benefit of these honest and conscientious concerns if they were to get together, develop such standards and establish an inspection service to maintain them.

F. R. Arnold Account With Stroud & Brown

F. R. Arnold & Co., importers of perfumery and cosmetics, have put their advertising account in the hands of Stroud & Brown, Inc., New York.

Send for
free Copy-



An Example of Export Vision

tells how a manufacturer who faced domestic indifference turned to export trade.

The result today is a business running up into several million dollars a year of which 75% is export.

The Wichita Motors Company of Wichita Falls, Texas, first started their advertising campaign in the **AMERICAN EXPORTER** in 1913. In three years' time thirty foreign countries were buying Wichita trucks. Today the Company sells in 83 foreign countries.

This world wide business has been built up entirely through advertising. No factory salesmen were ever sent abroad. The orders were secured through the intelligent handling of inquiries received from the advertisements.

The story of this Texas company is an object lesson to American manufacturers. It points the way to unlimited opportunities awaiting them through export advertising.

Better write today for free copy of this really interesting booklet.

AMERICAN EXPORTER

THE WORLD'S LARGEST EXPORT JOURNAL

17 Battery Place

New York City

THREE comes a time when you require sketchy little vignettes, covering a wide range of subjects—pen and ink shorthand picture-notes of the kind that brighten booklets, bring an intrigue of interest to leaflets, folders, illustrated direct-by-mail matter. And perhaps the limitations of the case do not permit of expensive art—as the Scotchman said to the shopkeeper:—"the nicest thing you have in your store, but I can't pay over a few dollars."

Rex Maxon, trained in the New York newspaper school, has the happy faculty of interpreting these subjects in just the right spirit. His pen technique is admirable for the purpose. A skilful draughtsman, he understands how to embellish booklets and to humanize the often drab pages of a house organ.

(Send one page of text, for any advertising purpose, and we will have Mr. Maxon outline an attractive yet inexpensive plan of illustration. We will make no charge for this constructive service.)





The
**ETHRIDGE
ASSOCIATION
of ARTISTS**

New York Studios
23-25 East 26th St.
Chicago Studios
140 N Dearborn St.

Sept. 23, 1920

Retail Stores Now Liberal Users of Graphic Sections

Big Stores Supplement Use of Black and White With New York Evening Post Graphic Space



R. H. Macy & Co., one of New York's big department stores has recently become another retail convert to the use of Gravure space, and is now supplementing its full copy contract in black and white by the use of large Gravure space exclusively in the Saturday Graphic of the New York Evening Post.

Building the Advertising Back-ground with "Feature Stories"

How Golf Clubs Were Advertised in a Particularly "Newsy" Way

By S. C. Lambert

IN most advertisements, "atmosphere" with which it is thought necessary to surround the purely selling copy is secured by illustrations or, if unillustrated, by the inherent character of the border and type font used in the set-up. But there are occasions, as in some food copy or in advertisements that must appeal to the faddist, where an illustration is almost impossible.

Products appealing to sportsmen are particularly difficult to feature since there are so many chances of going wrong. The writer has in mind one case where a gun was advertised in a series that featured big-game hunting. The artist selected was a man who had spent the greater part of his life in big-game country and was noted for his picturization of hunting scenes. His first illustration published in this advertising series showed a party "packing in" on horseback with their mule team, but, as guides and sportsmen immediately informed the advertiser by caustic letters, each man in the party carried his gun wrong side up in the stirrup holsters.

All of us have seen guns with the breech opening on the wrong side or golf clubs pictured in impossible use, so most of us play safe and go to the photograph for protection. But when we do so our atmosphere somehow goes cold unless we go in for exclusive posing that demands almost a motion-picture studio equipment.

The next best thing to do is to go as far as you can with your illustrations and then build supporting text.

The illustrations of advertisements used in a golf club campaign by the International Nickel Company are good examples of the case in point.

When this series was first con-

ceived it was decided to use photographs of famous professionals as posed in their several books on how to play the game. But when these illustrations were lifted from the books they were bound into, it was found that they became merely pictures of a man and a golf club—all the incidental atmosphere had disappeared. It was then decided to build up each picture, using such a photograph as a basis, but adding such backgrounds as would best explain the shot being played. For golf is pre-eminently a game where distance and the character of the ground over which the shot is to be played control the stroke. It was found impossible to secure this in the drawings, so after a few months' trial the series so built was discarded as laying too much emphasis on stance and too little on results. Without an overwhelming big picture it was impossible to show enough of the fairway in front of the golfer properly to illustrate the stroke, and then again a long series was necessary to talk about each club model which a prospect might be interested in. All this criticism might have been disregarded if this early series had not been justly condemned as talking *at* the prospect instead of talking *with* him—an almost fatal error when trying to sell a faddist.

A CHAMPION MADE THE COPY

The problem now became a question of how to build up interest in a picturization of golf which would focus the reader's thought on his own bag of clubs. At this time Mr. Dodd, of the International Nickel Company, discovered that Walter Hagan (Open Golf Champion of the United States) was taking Monel Clubs (the Nickel company's product)

Unlike Any Other Community Joplin, Missouri

The Market 240,000

This explains an unusual merchandising situation and suggests a combination that lowers the rising cost of advertising. Please read and file for ready reference.

The 1920 census figures for Joplin proper show a decrease from 1910 of 2,218, and yet Joplin has increased enormously in value and importance. The census report, *per se*, is misleading. Joplin is not to be considered from the standpoint of its 29,885 population, but from its definite influence upon a wonderful market of 240,000—an increase over 1910 of 75,000, and the average suburban radius increased from 25 miles to 39½ miles.

The great trading territory has grown because of its enormous diversified agricultural and mineral wealth. Much of the field but prairie in 1910, is now the site of many good sized towns.

All this new population, some of it

drawn from Joplin itself, is dependent upon Joplin as its commercial hub. No other city is in competition. Seven railroads, two interurban electric lines, and many hard-surfaced, fine roads radiate from Joplin, the natural center. In Joplin there are more and better homes, more stores, and much larger and better stores, better hotels, schools, churches, infinitely greater banks, jobbing houses and institutions of all kinds than there were here ten years ago.

And this large and prosperous population unit of 240,000 is served with comparative ease thru the better-than-average transportation and jobbing facilities centralized in Joplin.

Unlike Any Other Newspaper

Joplin Globe

(A. B. C. Member)

Paid Circulation 25,709

Average for 6 months ending March 31, 1920

Line Rate 8c Flat, October 1, 1920. Mornings Except Monday

The market expansion explained above is reflected in the circulation of the dominant newspaper. Within the ten-year period the Globe's circulation has about doubled.

Indeed, much of the territorial expansion is due to the Globe's aggressive influence.

In Joplin proper the Globe reaches practically every worthwhile family. In fact the city circulation often exceeds the number of families.

In the suburbs within a 39½-mile average radius, where the heavy population increase has been, the Globe reaches about every second family and is delivered in most of the homes before early breakfast.

Where street cars or steam trains do not leave at early hours, the Globe rushes agency bundles out to the various towns by its own rapid automobile truck service, starting at 3 A. M.

The Joplin market of 240,000 is large enough to be profitable for national advertisers. The net profit is increased thru lower selling cost, resulting from adequate wholesale and transportation facilities; and still further increased thru the need of only one newspaper for complete advertising coverage.

The combination of the Joplin market and Globe lowers the rising cost of advertising.

Are you interested?

Representatives

E. Katz Special Advertising Agency

Established 1888

15 E. 26th St. Harris Trust Bldg. Waldheim Bldg. Candler Annex Monadnock Bldg.
New York Chicago Kansas City Atlanta San Francisco



Business Will be Good in Iowa!

Here's Why—

Iowa ranks eighth in National Bank deposits in the United States. Iowans had 262 deposit accounts in the National Bank of the state for each 1,000 population, at the call of May 1, according to the report of N. E. Haugen of Des Moines National Bank examiner. (Throughout the United States the average number of deposit accounts in proportion to population was only 190 to each thousand.)

The report also shows that there are 358 national banks in Iowa, with 583,000 deposit accounts. This report does not include deposits in State and Savings Banks and Trust Companies.

Here's Why Iowans Have the Money to Buy

Iowa is a state where wealth is attained by the production of food products and live stock. This affords a market that never fails.

Corn is Iowa's chief crop, Iowa lying right in the heart of the great corn belt. Present indications show that Iowa will again swing into line as the banner corn state of the Union. 1920 corn crop forecast, 412,284,000 bushels.

And oats, too! Corn isn't

the only crop in which Iowa leads, for her oats is ahead of all other states. Forecast production for 1920 is 208,010,000 bushels. The winter wheat crop will be 64 per cent compared with 64 per cent last year.

Iowa's live stock production in 1919 was \$744,353. This year's production will net a substantial increase.

The above facts clearly why Iowa ranks high in wealth.

"Spotted Prosperity"

Indications point to the fact that during the next few months "Spotted Prosperity" will prevail throughout the United States. In other words, business will be exceptionally good in some sections of the country, while not up to normal in others.

In the great state of Iowa, with its "Horn of Plenty," prosperity will be a sure thing. Its bumper crops will soon be turned into millions of dollars in cash, and Iowans will be ready to buy.

Start your Merchandising Campaign in Iowa and let Iowa's Favorite Newspaper The Des Moines Capital, be your medium

The Capital is the big evening newspaper of the state. It has a prestige and recognition in all corners of the commonwealth that is truly phenomenal. It has maintained leadership in the Hawkeye State for more than twenty-five years.

Here is how 21 of Des Moines' largest advertisers express their preference for The Capital

During the month of August—twenty-three of the largest stores used 34 per cent more space in The Capital than in the second newspaper—64 per cent more space than in the third and 79 per cent more space than in the fourth. A significant fact for the National Advertiser to consider.

The Des Moines Capital

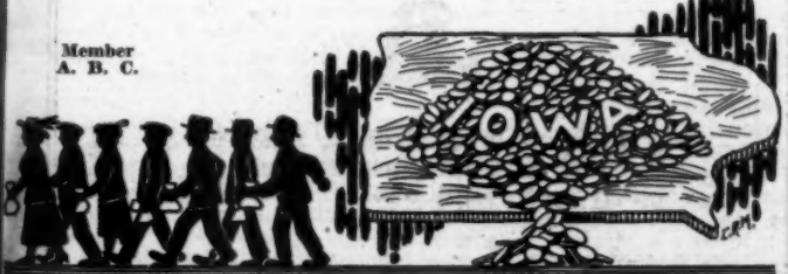
LAFAYETTE YOUNG, Publisher

OMARA & ORMSBEE, Representatives

New York

Chicago

Member
A. B. C.



J. M. BUNDSCHO has taken over the typographical equipment, and such typographical business as was transferable, of The Charles Everett Johnson Company. Mr. Bundscho regrets the withdrawal from the field of a competitor who contributed so much prestige, authority and creative art to advertising typography; but is glad to be able to continue the usefulness of their facilities by incorporating them with his own.



J. M. BUNDSCO, Advertising Typographer
Fifty-eight East Washington Street
CHICAGO

Typothetae Gives Autonomy to Open and Closed Shop Divisions

Calls National Conference to Improve Paper Situation

THE United Typothetae of America, at its annual convention in St. Louis last week, went on record as flatly disapproving the proposed forty-four-hour week for members of the various printing trades unions.

The forty-four-hour week already has been agreed to by certain portions of the closed shop division of the Typothetae. But except where such agreements have been made and contracts signed the Typothetae decided to recommend to its members that they resist to the utmost any attempt to enforce such a reduction.

"The United Typothetae of America," a resolution declared, "restates unequivocally its disapproval of any reduction in the present working hours."

This action by the convention was accompanied by a revision of the constitution providing that the open shop and closed shop divisions shall henceforth enjoy complete autonomy in the conduct of labor matters. Heretofore each division has been obliged to ask the United Typothetae for authority in successive steps of labor union negotiations.

Under the new arrangement the closed shop division can follow its own desires and own interests exclusively in labor matters, the only provision being that a copy of each contract should be submitted to the secretary of the Typothetae for general information.

It was provided also that such members as may desire to operate non-union shops may form what will be known as the open-shop division.

The chairman of each division automatically becomes a member of the executive committee and the executive council of the United Typothetae of America. In addition there will be what is known as an industrial relations committee of the association as a whole,

which will be composed of three members of the Board of Governors of both the open shop and closed shop divisions. The committee was authorized in order that the open shop and closed shop firms might have a convenient medium through which they could co-operate if they so desired in all labor matters.

Each of the divisions will have control of its own funds and may levy upon its members any such additional assessments as it deems necessary. The general funds of the U. T. A. will continue to be used for either division, but this can only be done after approval of the executive counsel. Neither division will have the authority in itself to obligate the U. T. A. for the expenditure of money.

HOW IT IS HOPED PAPER MAY BE SAVED

The convention took important steps also looking toward the ultimate improvement of the paper situation. After considering President William Green's references to paper and certain recommendations for standardization, the convention decided to call a national conference to be composed of representatives of paper merchants, paper manufacturers, printing machinery manufacturers and a special committee representing the United Typothetae. For one thing, the Typothetae hopes the conference will be able to reduce to a minimum the number of water marks in commercial paper. It will recommend also a reduction in the number of sizes, weights, colors and grades of paper. It will seek to have standardized machinery sizes and investigate methods of increasing paper production.

The calling of such a national conference is regarded as an emergency measure in view of the advancing cost of paper, labor and overhead. The convention ex-

pressed the fear that these prices would go on to a point where the volume of printed matter would have to be seriously curtailed.

The date for the national conference was not decided definitely, but it will be very soon. The paper concerns and printing machinery manufacturers will be asked to take quick action in the appointment of committees, and then the conference will be called—probably in Chicago.

The convention approved a resolution to the effect that when a printer submits a bid for work, publicly or privately, he is entitled to know his competitors. Not only this, but when the contract is awarded he should, according to the resolution, be entitled to see the actual bids of his competitors and to read their specifications. This action was taken in the belief that it would do away with supplemental bids and unfair prices.

The convention declared in favor of a complete revision of the present income tax law. It expressed the belief that the plan for a gross sales tax offered a basis for an equitable readjustment of this problem.

William Green, of New York, after long service as president of the *Typothetae*, insisted upon retiring. He was succeeded as president by William John Eynon, of Washington, D. C.

Other officers follow:

First vice-president, J. Linton Engle, Philadelphia; treasurer, Fred W. Gage, Battle Creek, Mich.; vice-presidents, Geo. H. Gardner, Cleveland, G. L. Stevens, Galveston, Texas; Douglas Murray, Toronto.

Executive Committee: Albert W. Finlay, Boston; David L. Johnston, Buffalo, N. Y.; Robert N. Fell, Philadelphia; R. H. Williams, Richmond, Va.; Harry L. Brown, St. Augustine, Fla.; Wm. V. Parshall, Detroit; Allen Collier, Cincinnati; Wm. Pfaff, New Orleans; Earl B. Britt, St. Louis; Fred L. Johnston, Dallas, Texas; Wm. A. Repke, St. Paul, Minn.; Frank S. Crane, Topeka, Kans.; B. F. Scribner, Pueblo, Colo.; A. B. Howe, Tacoma, Wash.;

Fletcher Ford, Los Angeles, Cal.; J. C. Acton, Toronto; O. H. Pollard, Winnipeg, Man.; J. C. Nicholson, Vancouver, B. C.; G. Frederick Kalkhoff, New York City, and Luther C. Rogers, Chicago.

Rice Millers Account for N. W. Ayer & Son

The Associated Rice Millers of America have decided to undertake a large-scale advertising campaign and have put the management of the campaign in the hands of N. W. Ayer & Son, Philadelphia. Several thousand dollars will be spent the first year by the millers and growers, who have levied a tax of 5 cents upon themselves for every barrel of rice handled.

An office has been established at New Orleans by the rice growers, under the management of Dr. Hugh M. Blain, manager of the association.

Representatives of the advertising agency are now touring the rice belt, conferring with leaders of the industry, studying the situation at first-hand and collecting information. From 75 to 80 per cent of the rice yield is represented now in the membership of the Associated Rice Millers of America, Inc., according to officers and directors. These officers are confident that advertising means development of their industry and a stabilizing effect that will benefit members of the association, as well as dealers and jobbers.

Dr. Blain believes that the rice industry will be developed from its present comparatively small scope to a position that will bring prosperity to hundreds and thousands of people.

J. M. Dawson an Officer of Southwestern Agency

Joseph M. Dawson, for the last three years account executive at the Oklahoma City office of the Southwestern Advertising Company, has been elected vice-president of the company and assumes the duties of general manager of the Dallas office.

K. M. Bickle, formerly with the Cramer-Krasselt Company, Milwaukee, has joined the Oklahoma City office of this agency as account executive, and A. Randall Vinitsky, formerly with the Franklin Press, Detroit, has joined the art staff of this agency.

Bert N. Garstin Made Business Manager

Bert N. Garstin, for over two years advertising manager of the Louisville, Ky., *Courier-Journal* and *Times*, has been appointed business manager of these two papers. Mr. Garstin was, until 1918, manager of the Cumberland, Md., *Press*, and prior to that for a considerable period was on the advertising staff of the *Baltimore News*, handling national accounts. He is a vice-president of the newspaper department of the Associated Advertising Clubs of the World.

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SEPTEMBER ISSUE

At first, Bledsoe probably thought he was stuck!

The golden oak lingered. Mahogany and walnut pieces moved out briskly but that golden oak hung on like a lost child to a newly found mother.

And the accident!

A railroad wreck piled the store with damaged furniture. It had to be moved.

Mr. Bledsoe went into action. His prices made San Diego gasp. The damaged merchandise moved.

Its moving set Mr. Bledsoe to thinking.

For there was that golden oak.

Then came the idea. Today it requires a whole floor of Mr. Bledsoe's store to carry it out.

All the stickers—all the hopeless pieces of furniture—all the soiled and damaged goods go on the pilgrimage to that department.

And Mr. Bledsoe keeps his stock clean and makes money from the hang-overs.

The complete story of this remarkable Bargain Department is in the September issue of the Furniture Merchants Trade Journal.

It is but one of more than twenty-five similar articles in that issue—each telling of some remarkable plan or method by which furniture merchants are making their business bigger and more profitable.

Month after month, year after year this publication holds the interest of the progressive furniture merchants who read it consistently by the definite — practicable merchandising information which characterizes its editorial policy.

Would you like to see a copy?

FURNITURE MERCHANTS' TRADE JOURNAL

Published by

MERCHANTS' TRADE JOURNAL, Inc.
DES MOINES, IOWA

Also Publishers of

DRY GOODS MERCHANTS' TRADE JOURNAL
HARDWARE MERCHANTS' TRADE JOURNAL

New York Chicago Indianapolis Boston Rochester Washington, D. C.

Seven Years and Six Months

ONE of the pronounced merchandising successes made in recent years has been that of the Forty-Four Cigar Company in prompting the sale of ADLON Cigars

After arriving at a composite of the cigar preferences of thousands of critical smokers throughout the country, they proceeded to make a cigar uniformly to that criterion—

Our helpfulness to the Forty-Four Cigar Co. developed in revealing the very individual features of Adlon cigar-making—we had to build up an advertising campaign that truthfully exploited a most unusual manu-

facturing performance.

* * *
The Forty-four Cigar Company's manufacturing ideas an



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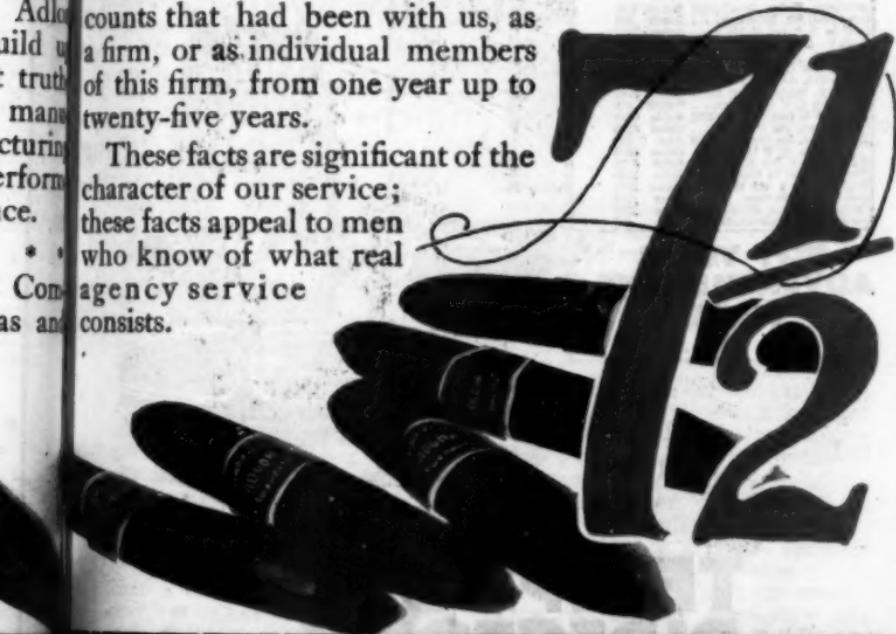
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merchandising methods have been unusually successful. We are proud to be so closely identified with their success—to have helped them in establishing a wide demand for Adlon Cigars.

The Forty-four Cigar Company is one of our present accounts that has given us such an unusually long association with our clients of seven years and six months per account.

Our business in 1919 increased more than 150 per cent over that of 1918. And 96 per cent of the total volume of business was from accounts that had been with us, as a firm, or as individual members of this firm, from one year up to twenty-five years.

These facts are significant of the character of our service; these facts appeal to men who know of what real agency service consists.

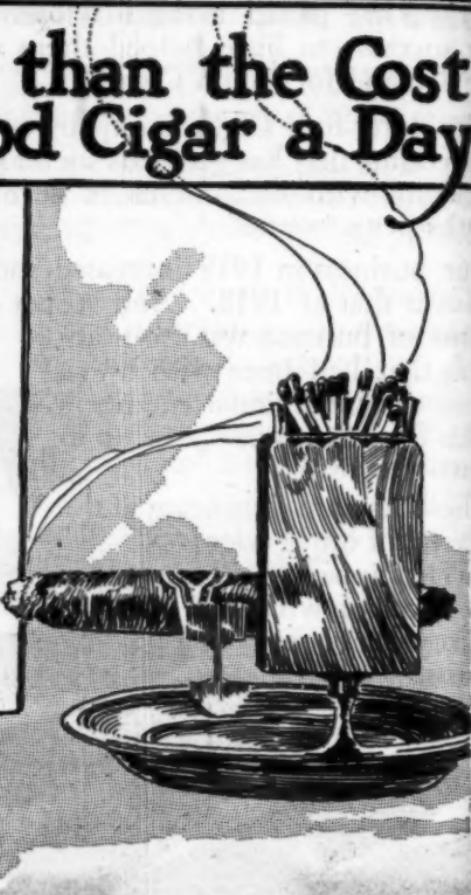


in Armstrong
Advertising
S Philadelphia

Sept. 23, 1927

**For less than the Cost
of a Good Cigar a Day**

**PUT YOUR
ADVERTISEMENT
HERE**



TELEPHONE DIRECTORY ADVERTISING

Reaches the telephone users of the Empire State and Northern New Jersey.

NEW YORK TELEPHONE COMPANY
P. W. ELDRIDGE, Jr., *Sales Manager* *Directory Advertising*
1261 Broadway at 31st Street, New York
Telephone Vanderbilt Official 130

Labor Unrest and the Advertising Man

An Opportunity for Him to Prove That Better Merchandising Would Help Stabilize Conditions

By M. K. Powers

ALL advertising men—save those who are merely humanized rubber-stamps of some one higher up or treadmill drudges (and these are not truly advertising men)—have a very definite pride in the tremendous power which they harness and a very real awe for its far-reaching potentialities.

Yet almost in its very nature advertising is a hurrying business. Working to fixed schedules, it automatically penalizes the laggard who cannot train himself to meet obligations of time.

It is not a profession which encourages leisurely philosophic contemplation or smoke-wreathed mental inquiry into the abstract.

To-day, however, a condition exists to which every advertising man should give his most searching study, even at the expense of his routine work. No service which he can render can be farther reaching in its wholesome effects, and the need for his co-operation is immediate. Advertising men, through the power which they individually wield, are fronted by an opportunity for a national service.

We, all of us, stand face to face with the present unescapable problem of labor unrest.

None of us ignores the gravity of its possible developments. Some, however, underestimate the value of immediate action toward its solution. Others are already estimating what good results might be obtained through the application of the same sort of study one would give to a merchandising problem.

In absolutely normal fashion the latter are facing this social problem just as advertising men face any other publicity or merchandising problem. They turn straightway to the medicines which they have found effective

in the case of other business ailments.

Beyond any question of doubt much can be done along such lines.

Personally I believe the biggest opportunity for most of us lies elsewhere.

THE PUBLIC'S INTEREST AND RESPONSIBILITY

Whiting Williams, whose recent years have been spent in first-hand studies of what labor faces in home and daily work, writes in a recent issue of *Collier's Weekly*:

"At any rate, my belief is that the worker will stand for the monotony of mass production if the manager will only meet the immensely bigger problem of giving him more of it—by giving him a steadier job. No man can get a proper feeling about his job, and therefore about himself, as long as industry in general continues its past and present irregularity. The only proper arrangement must some day be made possible—that is, to find, first, for every man a full twelve-months-a-year job and then to arrange, on that basis, a proper yearly wage.

"Such a study, made by representatives of the employers, of the employees and the public, is quite likely to result in some such statement to the public as this:

"You are insisting that your interest and convenience in this matter of industrial relations require your getting into our disputes. All right. Granted. Now our studies show we cannot furnish the steady jobs which are required for the happiness of all of us so long as you insist upon wanting so many different kinds of things made in so many arbitrary and unreasoning ways for delivery at so many different and irregular times and seasons. We

will be happy to acknowledge your interest if you will acknowledge your responsibility. But we cannot give you efficient and happy production unless you do your part to make sure that in meeting your irregular and highly seasonalized wants we shall not produce ourselves out of our jobs."

Do you note that Mr. Williams makes use of the term "highly seasonalized"?

Don't I remember some highly reasoned arguments in presidents' offices as to whether a business was or was not, of very necessity, seasonalized?

And hasn't it been, more often than not, the disciple of advertising who stood up at the conference table and pledged his belief that his factory never need stop producing goods if advertising were rightly applied to guarantee the moving of them?

And hasn't the war taught us that we do not actually need or profit by all the minor pet variations which we used to demand in the merchandise we purchased?

QUESTIONS TO COMMENCE WITH

Persiflage aside, ask yourself three questions and answer them with impersonal frankness—bluntness, if you will—because on their answers depends your opportunity for a timely national service.

1. Would you accept business conditions without protest were it the custom of your office to "lay you off" indefinitely at apparently odd moments as the whim seemed to strike the boss?

2. Are the workmen and women in your plant, once hired, permanently yours (at least during "good behavior") or do you "lay 'em off" now and then?

3. Has your company exerted effort to overcome seasons and make the factory operate from one year's end to the next on a steady production schedule?

A "no" to either of the last two questions betrays a condition in your company which is feeding to-day's unrest.

Overdrawn? Theoretical?

If you think that, face the fact that probably the most successful handling of labor in all the busy

industrial region around Cleveland is in a certain automobile plant which offers its workers no wage advantage, no bonuses, no profit-sharing, no shop committees—in fact, none of the panaceas so widely discussed to-day. It maintains a full shop through periods of labor shortage by a far simpler policy—every worker knows that, once hired, he will be continuously on the company payroll just as long as he keeps his half of the bargain. It is little wonder that this plant is noted for its ability to attract and hold the highest individual type of workman.

There are no enforced vacations, no unforeseen, nestegg-consuming layoffs in his future.

He can go to work and give his best thought to his company because his mind is not distracted by an ever-present worry. There is no "off agin-on agin" to play havoc with his savings account nor with his payments on his home-building loan.

Is he going to be interested in Red harangues?

Is he going to agree with Bolshevik literature that there is no justice in the present system?

Is he going to sit up late tonight and endanger his job tomorrow planning some sly bit of sabotage which may throw some fellow-worker out of a job?

No—you will always find him on the side of law and order as we know it.

PRINTERS' INK has some 17,000 readers well scattered through industries, large, small and middle-sized.

Compute, if you can, the number of laborers employed by the advertisers whom these men represent—in advertising department and agency.

Picture the solid bulwark against Red teaching which would be built up if all these laborers were assured of 12 months' solid employment a year, free of the bitterness of layoffs.

Then tackle the job that lies in front of you.

Advertising, probably more than any one other force, can stabilize the labor demand of each factory

Second Largest Daily Morning Circulation in Ohio

A Newspaper For 109 Years

No newspaper or business enterprise of any kind has ever lived through such a period of years without very substantial reasons for its continued existence.

The Ohio State Journal.

Established 1811

STORY, BROOKS & FINLEY, Foreign Rep.

NEW YORK

PHILADELPHIA

CHICAGO

Read by the Buying Power for 109 Years

by keeping the sales-demand just ahead of its production.

The advertising executive can wield a powerful influence for national good by fighting in his business councils for four basic policies.

First—for policies which will extend the buying season of his merchandise by stretching the season at each end, with the ultimate goal of establishing year-around markets. Careful studies of export markets, of climatic influences such as permit the possibility of offsetting winter losses in the North by vigorous sales-work in Florida, along the Gulf and in California, of the possibility of revolutionizing buying habits, as so successfully attempted by the summer underwear manufacturers, and of other similar problems, are more than apt to disclose strategic opportunities for the establishment of a steady, year-around volume.

Second—for financing policies which will make possible a longer period of manufacture in advance of the opening of the normal sales-season.

Third—for a policy of standardization of product and a reduction in odd items, the remaining products to be backed by added sales-efforts. Manufacturing to order is notoriously subject to peaks and valleys in demand and hence causes an equally fluctuating demand for labor.

Fourth—for the development of supplementary lines which can be manufactured by the same equipment as the present seasonable line, but which find a market in the present slack seasons of the other product.

The advertising manager or agency adviser who is successful in advocating any of these policies will achieve a situation of selfish profit as well as of national advantage.

A stabilized labor payroll in a business is the one lasting foundation for high efficiency in plant operation. Floating labor is notoriously low-grade. The business which must depend upon the supply of floating labor from month to month carries the bitterly ex-

pensive burden of paying full scale wages for low-grade performance. Good workers can easily avoid the risk of intermittent employment, and do so. The ragtag remain for the seasonal employer. Just to-day a manufacturer of sheet-metal products volunteered to me, "As long as we were on contract work we never had an organization. We just had men out in a factory." That is why a drop in production costs almost automatically results from any policy which assures continuous employment and permits the building up of an efficient labor personnel.

All in all, there is a wide-open opportunity for service along these lines, and no advertising man can afford to neglect it. For those who do not respond to it as a step toward the solution of present labor problems, the personal profit remains as a wholly adequate and worth-while goal.

R. H. Dippy Forms Philadelphia Agency

Robert H. Dippy, who recently withdrew from partnership in the Dippy & Aitkin Advertising Agency, Philadelphia, now the Aitkin-Kynett Company, as reported in *PRINTERS' INK* of September 16, has established the Robert H. Dippy advertising agency at Philadelphia.

The Dippy agency is handling the accounts of the Atwater Kent Manufacturing Company, Philadelphia, scientific ignition; L. Adler Bros. & Co., Rochester, N. Y.; "Adler-Rochester" clothes (newspapers only); Ajax Metal Company, Philadelphia, metal products; H. G. McFaddin & Co., New York, lamps and heat light appliances; Philadelphia Electric Company, Philadelphia, direct mail; Travelight Manufacturing Company, Philadelphia, radium face clocks; Trexler Company, Philadelphia, automobile jacks and tire remover; Twinlock Company, Philadelphia, automobile tire carrier, and Witherbee Storage Battery Company, New York.

W. C. White Joins Simmons-Boardman Co.

W. C. White, formerly with the Federal Shipbuilding Corporation, Kearny, N. J., has joined the copy service staff of the Simmons-Boardman Publishing Company, New York, specializing on its marine publications, "Shipbuilding Cyclopedias" and *Marine Engineering*.

Mr. White's experience in shipbuilding covers a period of several years. He has recently been an assistant in charge of hull construction.

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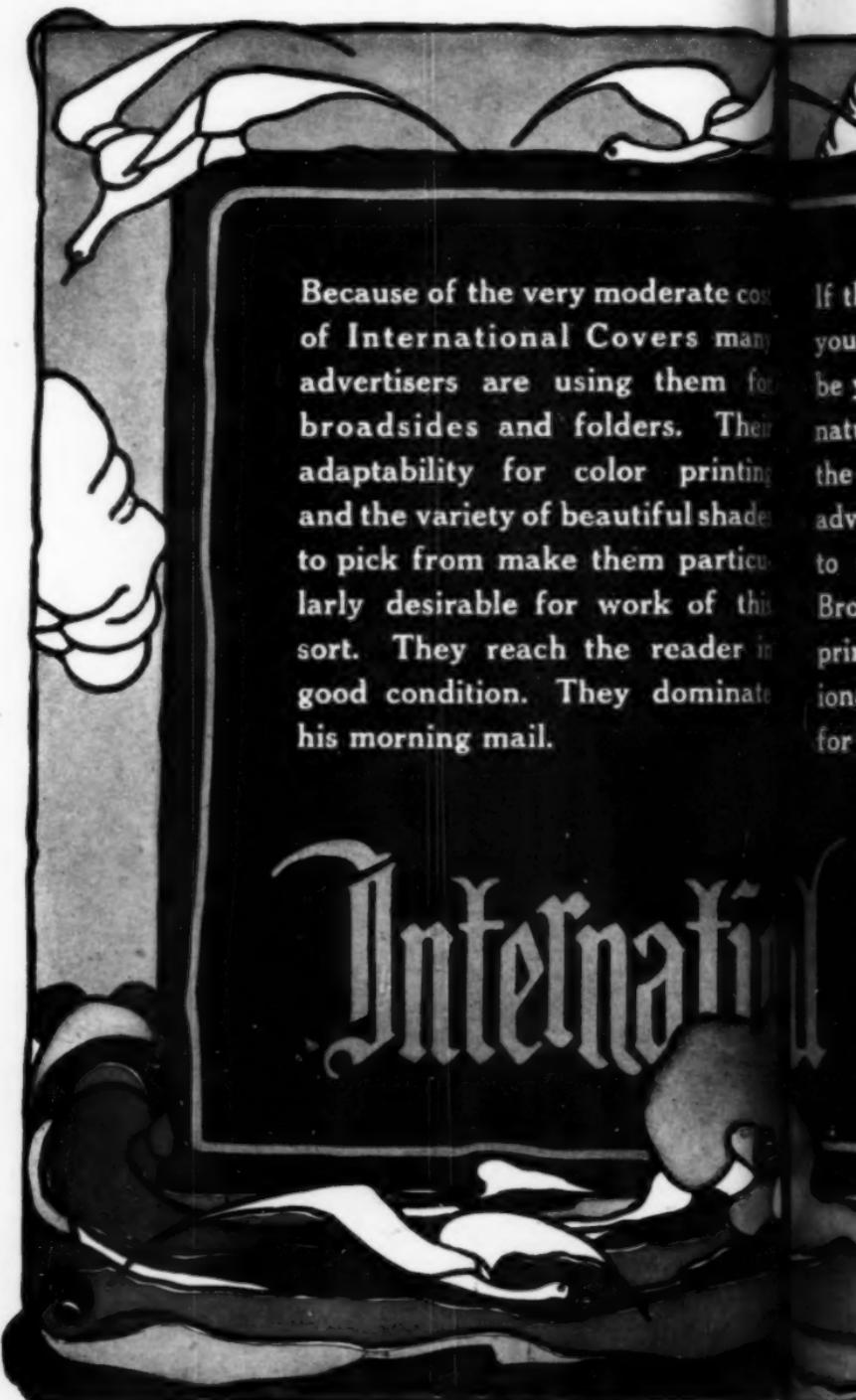
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International Covers

Their beauty of texture and color
—their affinity for ink—and the
ability of International Covers to
stand the wear and tear of mailing . . . all these qualities make
the price your printer quotes for
work in which they are used,
seem surprisingly low.



G.W.C.



Because of the very moderate cost of International Covers many advertisers are using them for broadsides and folders. Their adaptability for color printing and the variety of beautiful shades to pick from make them particularly desirable for work of this sort. They reach the reader in good condition. They dominate his morning mail.

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If these considerations appeal to you, International Covers should be your selection for work of this nature, as well as for booklets and the simpler catalogs. Artists, advertisers and printers are invited to read "Bro b ding n a g i a n Broadsides" and other bristling printed pieces showing International Covers hard at work. Write for several examples.





The International Covers Dummy Kit is an expensive cabinet containing several sheets of each tint in which International Covers are made. The sheets are folded to 10 $\frac{1}{2}$ " x 15". We shall be glad to send a kit prepaid to any printer, advertiser, or commercial artist who actually will use the folded sheets constructively.

The Dummy Kit is valuable in formulating your work in the shape of layouts and dummies.

**CHEMICAL PAPER
MANUFACTURING CO.**

Holyoke, Mass.

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III

A Jobber Who Would Advertise Seeks Manufacturers' Help

What Co-operation May He Expect and What Share of Cost of Advertising Should He Pay?

LINDSAY BROS. COMPANY
MINNEAPOLIS, MINN.

Editor of PRINTERS' INK:

The writer has been very much interested in the articles you have been printing in the last few issues with reference to the relation of jobbers and manufacturers. Most of these articles, of course, that dwelt with the jobber have applied to groceries, drugs, and lines of that nature.

Our concern is a large jobber of all kinds of machinery used on the farm, and while we did some years ago manufacture a part of our line, we discontinued this and at the present time are doing nothing but jobbing or wholesale business.

With some of our manufacturers, we have been able to get them to advertise their goods in our territory over our name, using, of course, their own name in describing the machine, and in the cases where we have tried this, it has worked out very well.

In some instances, the manufacturers were already advertising in our territory, which covers practically the Ninth Federal Reserve District, but we found that we would get more replies when the advertisement appeared over our name than when over the factory's, and we thought that the reason for this was because the person inquiring was familiar with us from the fact that he had probably bought some of our other goods and knew who we were, and answered on that account or on the account that we were located at Minneapolis, which is the natural distributing point for this district.

We have been trying for some time to work out an arrangement whereby lines we handle can be advertised as they should be in this territory, and the expense borne in the right proportion by the factory and ourselves. If you can give us any information of any cases you know of where this has been done, we will appreciate it very much.

J. H. GANZER.

ACCORDING to the generally accepted opinion the relations between the manufacturer and the jobber, as far as advertising co-operation is concerned, should be pretty much on the same basis as between the manufacturer and the retailer or the jobber and the retailer. That is to say, the manufacturer is supposed to do the national advertising and create a condition of consumer acceptance. Then the jobber's part is to step in with his own advertising and

use this to hook up to his own trade the good will created by the manufacturer's publicity efforts.

This is the theoretical side of the proposition as it may be expected to work out under the average circumstances. But of course there are exceptions. Some jobbers assert, with an apparent show of good reason, that manufacturers should bear a portion of the local advertising expense, and this is being done in a number of instances that could be named.

It is difficult to set down any hard and fast rule on which the expense should be apportioned when the advertising is done in this way. According to the general practice, the manufacturer ought to expect to contribute to the jobber's expense of advertising his article in proportion to the extent that he himself advertises it nationally. If a manufactured article has been exploited nationally to an extent that has turned consumer acceptance into consumer demand, the jobber usually is glad to accept this advertising at its face value. Instead of asking the manufacturer to bear part of the local advertising expense the jobber sails right in and pays out more of his own money advertising the article than the manufacturer does in that district. The jobber knows that the more and better advertising he does the more sales he is going to make as the result of the big asset created by the manufacturer's publicity.

IN THE CASE OF THE MORE POWERFUL JOBBERS

On the other hand there come times when it means more in an advertising and distributing way for a manufacturer to ally himself with a big jobber than to attempt to market his goods himself. Suppose a jobber has a wide distributing system which he has created and cultivated by means of inten-

sive methods. If a manufacturer desiring distribution in that territory can get a jobbing organization of this kind to take up his product and push it, then it is practically made. In such a case the manufacturer is really using the jobber's advertising instead of his own. Naturally under these circumstances he pays a part of the advertising expense.

The same principle works out in retail stores. If the manufacturer has established clean-cut consumer acceptance or demand for his product through national advertising to an extent that makes it a visible asset for the retailer, the retailer is deliberately throwing profits out of the window if he does not unite his own selling organization with this condition by doing the best advertising of which he is capable. But there have been cases where the manufacturer has actually paid the expense of advertising his article locally because this was his method of getting distribution.

A few years ago a jobber dealing largely in notions decided to take on a new kind of hairpin which since has become widely advertised. The hairpin had merit and plainly was a comer. But it was not known. The manufacturer therefore agreed to contribute \$5,000 toward the expense of featuring the hairpin in rather an unusual way in the jobber's catalogue. Now this nationwide distribution for this article has been secured, the manufacturer no longer pays any part of the jobber's advertising cost. It is a plain business proposition.

Not long ago PRINTERS' INK told about the F. W. Woolworth Company stocking a small specialty item, and giving it the benefit of its great distributing system on condition that the manufacturer co-operate by advertising in a national way at his own expense. In this case the advertising said specifically that the article could be obtained at the Woolworth stores.

These principles we think can very properly guide the Lindsay Bros. Company in working out the

problem suggested in the last paragraph of Mr. Ganzer's letter. If the implement is already well advertised, Lindsay Bros. can afford to add it to their line and push it in an advertising way at their own expense. This couples the jobber's and manufacturer's reputations and advertising assets in a most effective way, as Mr. Ganzer's letter says his company already has found out. But if the implement is not advertising alive in the Lindsay Bros. Company territory, the manufacturer most certainly should be expected to come forward with his share of the publicity expense involved in getting it on the market. The proper pro-rata share for each to pay is a matter to be worked out by negotiation. Fifty-fifty is regarded as a fair proportioning, other things being equal, and if all the advertising is done in the jobber's name. — [Ed. PRINTERS' INK.]

B. B. Snowden Joins Ansco Company

B. B. Snowden, formerly editor of *The Amateur Photographer's Weekly*, Cleveland, is now with the Ansco Company, Binghamton, N. Y., maker of "Ansco" cameras and films and "Cyclo" paper. Mr. Snowden will superintend the publication of the company's three house-organs, "Portrait," "The Ansco Dealer," and "The Ansco Developer."

New Accounts of Canadian Agency

Booth's Hyomei Company, Ithaca, N. Y., has placed the direction of a Canadian advertising campaign in charge of the Hamilton Advertiser's Agency, Limited, Hamilton, Ont.

This agency has also secured the account of Miss Donalda C. MacKinnon, Niagara Falls, Ont., maker of toilet preparations. Advertising will appear at present only in Ontario.

Represents "Arizona Gazette" on Pacific Coast

B. J. Schaefer, formerly with the McGraw-Hill Company, Inc., has been appointed San Francisco manager of the Bert Butterworth Agency, which has offices in San Francisco and Los Angeles. This agency has been appointed Pacific Coast representative of the *Arizona Gazette*, Phoenix, Ariz.

Business On Your Scale

This organization numbers men who have administered successfully the advertising affairs of huge corporations whose business is worldwide. It counts among its valued clients several whose beginnings in advertising were very small, although they later became quite large. We have not been warped by association with large affairs nor dwarfed by temporary handicaps in resources. We can see business from your standpoint.

Send for the book "*How to Judge an Advertising Agency*"

J.H. **CROSS** CO.

General Advertising Agents
214 South Twelfth Street - Philadelphia, Pa.

An Intolerable Tax Situation

The Gross Sales Tax the Remedy

By William C. Cornwell

Of J. S. Bache & Co.

THE people of this country are becoming educated to the fact that the whole system of taxation in the United States is wrong.

A year ago, comparatively few of us were criticizing the system openly, although hundreds of thousands—yes, millions—of people were cursing the methods.

During the war no one criticized. Everybody paid willingly, freely, without a murmur. The spirit of patriotism swept through the hearts of the people—all classes—rich and not rich—alike. It went to their heads and extended to their pockets. Millions of them came forward and bought bonds—bonds unwisely put out at too low a rate of interest—bound to decline in the after-war rush for capital.

The people depended upon the faith of the Government to make good. But the Government has done nothing. Long ago these bonds should have been funded into a higher rate long-term bond. That would have kept them above par, and millions of dollars would have been saved to patriotic investors, lost now on sinking prices of Liberty Bonds, because of the unkept faith of the Government.

A broad business treatment of these great subjects is needed. Only the concerted action of business men persistently carried on, to penetrate the thick atmosphere of politics and make it see the light, can bring this about.

But no business advice was asked by Washington on the subject of war taxes and the result is that the country is burdened with the most destructive system of taxation that was ever conceived, saddled upon them by politicians whose only thought was, as Senator Smoot says, "How will I be affected at the next election?"

Address before the National Association of Cotton Manufacturers at Maplewood, N. H., September 23.

The tax system thus introduced was founded on class and sectional bias.

The object was to make the rich pay for the war. The measure was as ill-planned as it was maliciously conceived, for while it seems on the surface that the well-to-do are bearing the burden, the fact is that wherever possible the tax is being loaded on to prices of things that everybody buys.

But, as I have said, education of the people on the tax question is making great headway in this country. The present method of taxation is wastefully destructive, but it is only during the past year or so that the public has become alive to the fact. To-day a vast number of people in all classes, not only bankers and business heads, but those in the rank and file of all occupations, are impressed. This widespread knowledge is mainly due to the fact that the public is beginning to see that prices are being kept high, in many articles, because of the present excessive taxes.

These taxes, as has been said, while intended to hit only at the well-to-do, are in reality passed on by the manufacturers and producers wherever possible to the consumer, and in multiplied amount. Government experts are quoted as estimating that nearly 25 per cent (23.2 per cent) is added to prices by reason of the existing tax methods, and that a large part of this never reaches the Treasury. This, however, bad as it is, may be assumed to be only one item of the damage caused by the prevailing system of taxation.

EXCESS TAXES AND SURTAXES SAPPING INDUSTRIAL LIFE

Two important sources of the country's progress are being dried up by operation of the excess

(Continued on page 117)

Why Chicago?

TODAY Chicago is unique among the markets of the world. Temporary periods of depression pass it by untouched. It is safe, sound, everlastingly sound.

Because—

Its principal industries are basic industries—diverse, gigantic, indispensable. Its big job is feeding the world. The crop miracle of 1920 has transformed what once appeared a partial failure into actual bumper production.

Therefore, Chicago—the heart of the farm belt—is today, more than ever before, a strategic center in which to seek expansion and solid growth.

The Chicago Herald and Examiner

reaches this market intensively and effectively. Its more than 635,000 Sunday and more than 335,000 daily circulation is growing steadily despite the competition of other newspapers that sell for less.

The HERALD AND EXAMINER—the only 3c morning and 10c Sunday newspaper in Chicago—has many thousands more readers today than it had one year ago at 2c and 7c respectively. Grow with this growth in Chicago—the safest market in the world!

John A. Dickson
General Manager

CHICAGO
HERALD AND EXAMINER

Largest 3c Morning Circulation in America

View the British Market through

COMING

First-hand opinion from the American with the longest, widest, and most successful experience in developing the sale of American goods in the British market; worthwhile views on selling in British markets, and the opportunities for American enterprise, with a recognition of the folly of doing the wrong thing in the right way, or the right thing in the wrong way, in an imperfectly understood market is worth thinking about.

Mr. Derrick's British experience covers a period of 25 years, and embraces the advertising of goods selling through practically every wholesale and retail line of trade.

Our American clients include Quaker Oats Company, Armour & Company, Corn Products Company, Cudahy Packing Company, Funsten Brothers, the principal Havana Cigar Manufacturers, H. J. Heinz Company, the Oneida Community, The Pepsodent Company, and Studebaker Company.

The DERRICK AGENCY is staffed with British men trained in American Agency methods, men who understand the British market and the responsive appeal to the British consuming public.



Paul E.

DERRICK
ADVERTISING AGENCY, LIMITED,

keethro' trained American Eyes

OVER

Our Mr. Derrick will arrive in New York about September the 25th and will spend a few weeks in New York, Chicago, and other important cities.

Interviews can be arranged by addressing him at Room 1510, Flatiron Building, New York. 'Phone: Ashland 7423.

Mr. Derrick is a Director of the American Chamber of Commerce in London, and Chairman of its Trade Information Committee, and also of its Advisory Advertising Committee. For sixteen years resident in London, and Managing Director of our Advertising Agency.

In addition to an influential American clientele, we represent many important British firms having a world-wide trade.

Mr. Derrick offers a thoroughly up-to-date advertising service organization from Policy to Practice—including Press Advertising, Billposting and Printing.



L O N D O N
34, NORFOLK STREET, STRAND, W. C.



Boomerangs of Business

You want your "return cards"—inclosed with circulars or price lists—to come whirling straight back to you.

They mean inquiries, orders. Then make them as inviting as you can—print them on good, clean stock, crisp in "feel," attractive in color.

Hammermill Cover will answer your purpose exactly—and at a price that will save you money. For samples and suggestions, write Hammermill Paper Co., Erie, Pa.

As Standard as Hammermill Bond

HAMMERMILL COVER

*For Booklets, Folders, Broadsides, Catalogs, and all
Direct-by-Mail Advertising*

profits tax and the heavy surtaxes on income. These sources of progress are surplus capital and intelligent enterprise.

As to the first, the high taxes are driving people with large incomes to invest as much as possible in tax-exempt securities, instead of furnishing capital for new business and general commercial and financial development.

And as to the second, extra profits in business are being appropriated by the Government, instead of being used to strengthen business concerns and to provide against losses in lean periods, which are bound to come.

Besides this, the fact that extra profits will be largely confiscated by the Government deters intelligent and able people from extending their operations and building up new enterprises; and extravagance is encouraged in business because the sums so spent would otherwise have to be paid to the Government out of profits.

On this subject, in a recent address before the Broadway Association, Mr. Jules S. Bache, of our firm, said:

"The men of large means who still remain in active business are doing so either because they are buoyed up by optimism, believing that the present situation cannot continue or because they are tied up in undertakings impossible of liquidation. The enormous commercial enterprises built up in this country were made possible under a system which permitted capital to reap its share of the success of those enterprises. The system which deprives capital of its just share will prevent future development, and lead to decay, if permitted to go on."

Everybody recognizes that, for a time, Government expenses will be large, even with extravagance eliminated, but business men want a law which can be understood, a sum paid in taxes which can be relied upon, and to have the burden distributed justly and fairly.

The requirements of a good tax system are:

(1) That it be fair to all;

(2) That the burden be universally distributed; and

(3) That collection be simple and easy instead of being complicated and irritating.

THE SALES TAX OR TAX ON TURN-OVER IDEAL

A tax on gross sales is an ideal development of these requirements. It is passed along in very small fractions and added through the various processes from the producer of raw material to stage after stage during manufacture, the tax almost collecting itself, accumulating automatically as it proceeds, and is finally paid by the consumer, practically without his knowledge, and the additions are so trifling as not materially to affect prices.

To illustrate, the herdsman or farmer on a Western ranch sells a steer, and knowing that he must pay a tax on the sale price, he adds it to the price which he receives. The butcher or packer sells the hide to the tanner, and charges a price which will absorb not only the tax which the herdsman had added, but that which the seller, in turn, must pay on the price obtained for the hide. This process continues from tanner to wholesale leather merchant, shoe manufacturer, wholesale shoe dealer, retail shoe dealer, until finally the ultimate consumer, whether he is a banker or a laborer, pays the whole cumulative tax in the price of a pair of shoes, and that without realizing that he is doing so. But the total under the 1 per cent sales tax is so small as to be negligible. It would not add over $2\frac{1}{2}\%$ to the price to the consumer, whereas under the present excess profits tax not less than 23% is added.

This formula applies to all other commodities, and tax collecting becomes a natural wide-working automatic operation.

All the terrible turmoil and the enormous expense (estimated by the Internal Revenue Department, including taxpayers' expenses, at over \$125,000,000) connected with the collection of present taxes would be completely eliminated.

Inquisitorial investigators, frequently digging back for errors two or three years, would seek other jobs.

Tax experts would no longer be needed by taxpayers. The simplest form of cash-book would solve all problems.

Ruction in the money market on tax pay-days would disappear. Revenue would flow into the Treasury regularly, automatically and smoothly.

A tax of 1 per cent on the turnover in this country would raise revenue enough to allow the excess profits tax to be abolished, also probably would make unnecessary the surtaxes on incomes, allowing a flat rate to be levied all the way up, and it might even be sufficient to exempt all incomes below \$4,000, \$5,000 or even \$10,000. The exempted individual would still be contributing because he would indirectly be paying the sales tax on most of the articles he bought, although it might not be apparent to him.

As to verification of what would be raised by a 1 per cent tax on turnover in this country, a test is furnished by the example of France.

France was compelled by her situation after the war to take up the question of taxation in the most serious manner. The first year after the armistice showed gratifying results, but in order to provide for debt reduction, as well as current expenditures, a most careful consideration of the whole subject was continued. The problem was, while increasing the amount of money to be raised, not to endanger the entire structure of business and commerce.

It is one of the most reassuring result to those advocating a tax on turnover in this country that France has now adopted this method as the least harmful and most productive of all the various methods resorted to.

A tax of 1 1-10 per cent was levied on all business turnovers, and this tax went into effect on July 1 of this year. Most careful estimates of the French statisticians indicated that this tax

would obtain in revenue some 5,400,000,000 francs.

Unofficial reports of the first month (July) collections show that the amount resulting was much in excess of the estimate.

Some indication of what amount could be raised in this country by a tax on turnover of 1 per cent may be deduced from the careful French estimates. If we take the total estimated to be obtained in France, namely, 5,400,000,000 francs, the equivalent at the par of exchange in dollars would be \$1,080,000,000. The rate there is 1 1-10 per cent. At 1 per cent the amount would approximate \$1,000,000,000 (\$981,000,000).

Our population is some two and one-half times as large as that of France, but our turnover in business would probably be on a much larger percentage than that of relative population. We are a nation of spenders compared with the thrifty French people, and our business turnover can safely be estimated as four or five times as large, if not more.

This would give a revenue in this country on a 1 per cent tax on turnover of from a minimum of two and a half to three billion dollars up to from four to five billions and even a larger sum.

THE SELLER, NOT THE CUSTOMER, PAYS THE TAX

I have found in the course of a very large correspondence on this subject that the impression prevails in many quarters, especially in Washington among legislators, that the tax on sales here proposed means a tax on *retail* sales to be paid by the consumer.

We cannot too widely educate people out of this idea.

The tax on retail sales paid by the consumer is the most disturbing, irritating and altogether unpopular method of collecting taxes perhaps ever invented. It is the mustard gas of taxation.

It is illustrated in the soda water tax, where, for every 15-cent drink, the public has to get a little pink ticket and pay two cents more for it—a most outrageous tax; over 13 per cent—but

FIRST IN ST. LOUIS FOR THE FIRST EIGHT MONTHS OF 1920

**in Local Display
Advertising**

THE STAR published
more local display advertising than any other St. Louis daily newspaper—14,436 columns.

**in Gains in
Local Display**

THE STAR'S gain in local display advertising was greater than the gains of all other daily newspapers combined—6,966 columns.

**in Total Display
Advertising Gains**

THE STAR'S gain in total display advertising was greater than the gains of the daily Post-Dispatch and the daily Globe-Democrat combined.

Advertisers who make their investment in Newspaper Space pay Big Returns, KNOW they CANNOT cover St. Louis unless they use The Star.

THE ST. LOUIS STAR

Don't Say "Paper"—Say "STAR."
(Trade Mark Registered.)

National Advertising Representatives
STORY, BROOKS & FINLEY
Chicago New York Philadelphia

the annoyance and inconvenience is almost worse.

This does not describe the tax on *gross sales*, or turnover. In this turnover tax, the *seller*, not the buyer, *pays*. This is the way it would work:

The merchant or seller would take from his books once a month the total amount of his sales and forward the statement to the collector with his check for 1 per cent of such sales. This would be the method all along the line.

So you will see that the retail purchaser would never know anything about the tax, or at least, not when he was buying the goods. He might, in his own mind, believe that somehow he was paying the tax. He might and he might not be paying it. That would depend upon the competition which prevailed in that article at that time. If it were being over-produced and there was a surplus supply of it, the seller would cut the price as low as he could afford to do. The tax would be treated as an overhead charge, like freight or rent, and the merchant would put it in with his other expenses and figure out the price to be charged, adding a profit as large or small as he could make it and be able to sell the article in competition with other sellers.

We have had for years an illustration of how smoothly the thing would work, in our tariff law operation, where the duty is sometimes paid by the consumer and sometimes not, but he is never annoyed in the transaction.

Large fortunes have by reason of increasing investment in tax exempt municipals become practically immune from taxation. The owners of these fortunes would under the Gross Sales Tax at least pay one per cent on their yearly expenditures. A reduction of surtaxes to a reasonable figure would release these fortunes once more for the support of new industrial enterprises.

Here is a tax which is fair because it falls on every consumer in the exact proportion to the amount he spends.

It is universal in its application because all persons are necessarily consumers to some extent.

It is easy of collection because every dealer in services or in commodities keeps a record of cash receipts even if he does no book-keeping of any other kind.

It is the most business-like proposition in taxation that has been thought of up to the present time.

Can it be put through the foggy Washington atmosphere and made a living thing?

That depends, I believe, upon the untiring purpose, both individually and collectively, of such virile associations of business men as this one, which I have the honor to address to-day on this subject of most far-reaching importance.

The Tax League of America has been formed with a view of securing the largest possible membership and having all members concentrate on Congress, so that when the new Administration goes into office and summons Congress for the purpose of discussing future taxation, this new policy shall be adopted as a basis of remaking the tax laws.

This is not a movement to spare wealth as such from its just burden. It is a movement to relieve business from a policy of blood-sucking taxation, fastened upon it during the stress of war by ignorant or unthinking political initiative—a policy which is devitalizing the whole industrial structure. And this means, I need not tell you, that it is damaging the welfare of every individual in the country.

Will you do your share in lifting the nation out from under this destructive legislative monstrosity?

George A. Brown Now Advertising Manager

George A. Brown, Philadelphia manager of *The Purchasing Agent*, New York, has been appointed advertising manager of that publication.

Before his affiliation with *The Purchasing Agent* a year ago, Mr. Brown was for several years assistant advertising manager of the Religious Press Association, Philadelphia.

Sept. 1

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Small Towne Stuff

The city of St. Louis is being honored this week by the presence of Jerry McQuade, who is attending the Natl Assn of Retail Drug-gists.

Which reminds us that the Honorable John F. Kramer, Federal Prohibition Commissioner, writes to the editor of the leading drug paper in the U. S. & C. as follows:

"The Bureau of Internal Revenue appreciates very much the attitude your publication is assuming toward the work we have to do."

DRUG TOPICS HAS APPLIED FOR MEMBERSHIP IN THE AUDIT BUREAU OF CIRCULATIONS.

V. E. Pratt is still traveling around the country, visiting the drug wholesalers and retailers. V. E. and Bill Conant met in Minneapolis last week and played golf.

AutoStrop, Mennen, Coca Cola, Nuxated Iron and American Can are among the national advertisers who have renewed their Drug Topics contracts. Thank

you, Messrs. Maas, Rapetti, Dobbs, Clark and Deming!

Roy M. Edmonds, southwestern advertising manager of the national magazine of the drug trade, was in Kansas City, last week.

The Vick Chemical Co. is just completing a wonderful welfare building for their employees, in Greensboro, N. C., where O. Henry was born.

E. J. Moore & Sons say their Drug Topics advertising is producing big business on their "Sanger's Pro-tektubes Prophylactic."

Elbert Hubbard II dittoed his father's opinions of Jerry McQuade's goodstuff, when he wrote, last week, that he likes Drug Topics. (We like your letterhead, Bert.)

Have you seen the new car card on Palmer's Skin Success—done by Haskell Coffin? You've got to take your hat off to Frank Kirby for the activity of the Morgan Drug Co.

Who said there was going to be an advertising slump this Fall?

M. S. S.

The NORTHCLIFFE NEWSPAPERS

Number

The Northcliffe Press comprises the following newspapers: THE DAILY MAIL, THE EVENING NEWS, THE WEEKLY PATCH, THE OVERSEAS DAILY MAIL (Weekly Edition of The Mail), THE CONTINENTAL DAILY MAIL. Each paper in part dealt with in this series.

A

MERICAN ADVERTISERS who desire to conduct national campaigns in Great Britain look no further than the Northcliffe Press.

"The Times," for instance, reaches the highest classes all over the country. It is kept for reference and your advertisement not only brings immediate results but continues to "pull" long after it is current.

The "Daily Mail" reaches much over a million of all classes all over the country. It is the paper that brings more and better results than any other newspaper in the world.

The "Evening News" is Great Britain's premier evening paper. Its bought-and-paid-for sales now average 825,825 daily. It has "public interest" and is read by the whole family.

The "Weekly Dispatch" is the best of the "batch" of Sunday newspapers. Its advertising columns bear witness that Great Britain's shrewdest readers know its "pulling power." It is bought in every city and village in England.

You can cover "Great Britain" completely not only by means of the Northcliffe Press. You can share the unrivalled attention and responsiveness of the millions of the metropolis and the big industrial centres, and hundreds of thousands of the provincial cities and towns, the productive score of the remotest ham-



ACHIEVEMENT—

Led by the "Daily Mail," the Northcliffe Press in days of political apathy and indifference spurred the British public to a keen interest in American news. The "Daily Mail" Price Reductions were instrumental in greatly accelerating the development of American trade with Great Britain.



Daily Mail

No British advertiser considers a campaign complete which does not include the "Daily Mail."

Certified accountants figures show that the "Daily Mail" has a circulation of over a million and a half-and-paid-for daily sale exceeds the million by over a hundred thousand.

You could conduct a national campaign in Great Britain through the "Daily Mail" alone because it reaches every town and village in the country.

In combination with the other newspapers of the Northcliffe Press it is irresistible.

For full particulars of advertising rates and specimen copies of any or all of the Northcliffe Press newspapers can be obtained post free on application to: The Daily Mail, New York Business Office, 30 Church Street, New York, N. Y.



Get your name on the Mail- ing List

ODHAMS PRESS LTD., publishers of "John Bull," "Pan," and many other world-famous journals issue a little monthly called "Odds & Ends" that contains much of interest to American Advertisers.

Every business man is eligible for the free-list. Apply to-day—on your business note-paper, please.

Odds & Ends

A Monthly Journal from Odhams

Published by

ODHAMS PRESS LTD.,

85-94, Long Acre, London, W. C. 2, England

Some of the Publications of the Odhams Press:

JOHN BULL	PASSING SHOW	NATIONAL NEWS	EVERY WOMAN'S
IDEAL HOME	LONDON MAIL	SUNDAY EV. TELEGRAM	KINE. WEEKLY
PAN	PICTURES	SPORTING LIFE	ETC., ETC.

Waste Paper and Lumber

It is worth while to save waste paper, for whoever gets into this habit, cultivating the junkman as a connecting link between the home and the paper mill, not only adds a bit to the home exchequer but helps a bit to conserve the forest. The waste paper, except the small percentage of the highest grade, does not become new paper, but it accomplishes the same useful end by becoming something else that would otherwise use up wood.

The war advertised and helped on various kinds of conservation, but the economic possibilities in discarded newspapers and other paper waste were discovered as far back as 1905. The United States is a large country, many citizens were thrifty enough to deal with the junkman for pennies, and when the government came to size up the new industry that resulted, it discovered that in 1911 more than 1,000,000,000 feet of lumber were being saved annually by the utilization of waste paper. The fibre box, which is the "something else," had come into use and was beginning to replace the wooden box for various commercial purposes. And in the composition of the fibre box, more than half the material was "chip," which means old newspapers, other waste paper, and the refuse of the paper mills; nearly a quarter was straw, and less than a quarter was wood pulp. The fibre box has made a good start; and now by a recent statement of Secretary Alexander, of the Department of Commerce, more than 500,000,000 feet of lumber would be necessary to make the boxes and shipping cases that are being made out of fibre board.—*Christian Science Monitor.*

Farmers Desire Co-operative Marketing

"We are not yet masters of the art of distribution of products," Franklin K. Lane, former Secretary of the Interior, says in a survey of national conditions, issued by the Fidelity and Deposit Company, of Baltimore.

"The fact that the farmers uniformly report a desire for some co-operative method by which their products can be brought to consumers means," Mr. Lane continues, "that this problem is of the greatest importance. But it is not for the farmers' benefit primarily that such a movement must quickly culminate in action. The consumer feels that somewhere between the farmer and himself, too much is taken for a service of comparative insignificance in contrast with that which the producer himself renders.

"The farmers apparently are not alone in desiring co-operative action. The survey shows opposition to co-operative movements only in the New England and Pacific Coast districts. Sentiment is divided in Ohio, Illinois, and the other North Central Western States, but favorable in the Middle Atlantic, the South Central and the Southern States."



Space Buyers and Advertising Managers

everywhere proclaim it indispensable on these features—**COMPLETENESS—ACCURACY—DEPENDABILITY—ACCESSIBILITY.**

Are you buying space blind-folded, hit-or-miss fashion, with only shotgun accuracy? Or, are you forever searching files (over 90% obsolete) for information which is **NOT** there.

IT'S WASTE—DON'T DO IT!

We have eliminated this waste. You can **NOW** prepare schedules, make comparisons, constructive analysis, quickly and accurately with our service. Contains over **two million** answers to rate and circulation questions. No matter what you want to know—it's there—and it's right.

Revised and issued every month. Contains detailed rates, mechanical requirements and minute circulation analysis on—

- DAILY NEWSPAPERS
- GENERAL MAGAZINES
- WOMEN'S MAGAZINES
- AGRICULTURAL PAPERS
- TRADE, CLASS & TECHNICAL PERIODICALS

Any information in ten seconds. No confusing reference marks or abbreviated information. Easy to read or carry around. Dependable data revised to the minute.

ASK ABOUT OUR FREE TRIAL OFFER

Standard Rate & Data Service

154 West Fort Street, Detroit, Mich.

Any Advertising Agency
National Advertiser
Publisher or Publishers' Representative

Insist on the "Standard"
It Is

The National Authority

Oldest—most reliable
monthly rate service



SALES RIGHT



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THE ALWAYS-BUSY THREE

OF THE BRITISH ISLES
ARE BEST COVERED
BY THE BIG THREE

EACH OF WHICH IS THE DOMINANT MORNING PAPER
IN ITS RESPECTIVE AREA.

SHEFFIELD and DISTRICT

will always recall the huge efforts made during a critical period of the nation's history. This district, of which Sheffield is the metropolis, includes Rotherham, Mexborough, Barnsley, Doncaster, Worksop, Retford, Chesterfield — an area on which "The Sheffield Independent" concentrates. It is one of

The Three
Always Busy
Areas.

The Three Great Rivers of the North

THE TYNE, THE WEAR, THE TEES,

are sufficient to indicate the importance of the district—the North-East Coast—for which "The Northern Echo" caters. From York to Berwick everybody is busy. It is one of

The Always
Busy Three.

BIRMINGHAM and The MIDLANDS

that great centre of a thousand trades—has never been busier than at present. Big money is being made by all concerned. The popular morning paper, with a sale five times greater than any other morning paper in its district, is "The Birmingham Gazette." The area covered is one of

The Busiest
Three in all
England.

Rates, Separate and Inclusive:

THE NEWSPAPER HOUSE,
169 and 170 Fleet Street.
London, E.C. 4.

McDONALD & TROTTER

→ RATES RIGHT

Building a Sales Policy on the Fundamentals of the Industry

The Needs of Both Dealers and Users Are the Basis upon Which One Firm Did Its Selling

By Hugh E. Agnew

TO a large number of manufacturers "sales policy" means the mechanical method chosen for the distribution of goods. Under that head will be such questions as, through jobber or direct to dealer, terms of credit, sizes of distributing packages, freight allowance and others which primarily concern the manufacturer, his convenience and profit.

But there is such a thing as forming a sales policy by looking at one's product from the standpoint of the user and the dealer. Then one asks himself, "Why should the public buy what I have to sell?" and "Why should the dealer sell my product?" The answer to each of these, at least in one case, has been found very simple. "The one legitimate reason why the consumer should use our products," say A. Schilling & Company, "instead of our competitors, which are handled in the same store, is that we give him greater satisfaction for the same money than he can get otherwise.

"That means that we give him a better quality, the amount and price being the same; or that, quality and price being the same, we give more of the product; or that, quality and quantity being the same, our price is less."

Schilling & Company have worked out a sales policy which covers all these points. They believe that those goods are best for the manufacturer and for the dealer which a customer would buy if he knew all the facts—that is, the comparative merits of different brands and grades, etc. But as it is impossible to have each customer so conversant with their lines, they have adopted the policy of returning to each customer his money if he does not like the article well enough so that he

wants to buy it the second time.

"If a dealer sells our goods, he is entitled to his profit, which is his pay for selling them. If the customer does not like them, that is our fault, and the dealer should not lose because we did not make them right," is the way it is presented to their salesmen. So with every shipment of goods which that firm sends out there is a package of these "money back" blanks, which state:

MONEYBACK

Mr. Grocer: When you return a customer's money, please fill out one of these blanks and post it to us. We'll send you the money and postage.

A. Schilling & Company, San Francisco.

A. Schilling & Company

Dated.....

I have to-day returned.....cents on

Schilling to Mrs.

full address

Grocer name and address

We have sold millions of goods with this moneyback dealing. Whatever you think, it is safe; it isn't abused; and it is an assurance of fair dealing; useful alike to all three concerned—your customer, you and us.

No limit is placed upon the dealers as to their use of this unusually liberal guarantee. Every package is virtually a sample. The grocer says: "Take it and use it. If you do not like it, don't return it, nor the package. Use it all. Then if you do not want to buy it next time, this package will not cost you anything. Don't hesitate to say you do not like it, if you don't. It will cost me nothing. Schilling & Company protect me in that guarantee."

In the few cases that goods are returned there is no discussion, no quibbling. The customer is given the full retail price. Also there is no question raised when the moneyback slip is sent in to

the firm. No explanations are asked, and no correspondence required. And it proves very cheap advertising, for although the firm's business runs into the millions the annual cost of the moneyback is only about \$300.

The policy of making the kind of goods that will give the greatest satisfaction to be had for the money has eliminated all grades except one. The idea is that there is a point beyond which goods can not be made better without making them extravagant. Also if that grade is not reached where added cost of manufacture brings a corresponding increase in quality, the maximum value has not been reached.

This can easily be illustrated with tea, one of the Schilling products. On the bush in the Orient the tea is all alike so far as cost is concerned. But the tender top leaves on the young shoots produce a much more desirable beverage than the older, tougher leaves. Now the cost of picking and curing the tea, placing it in packages, etc., is practically the same for each. Also the cost of transportation and overhead for handling is approximately the same. So if the prices of two teas on the plantation in Japan are fifteen cents and thirty cents, and the cost in each case of bringing them to America and distributing them to users is forty-five cents a pound, the intrinsic value of the better tea is about twice that of the cheaper, although the difference of price to the user is only fifteen cents a pound. It is very evident that the higher price tea is the most economical—the best buy.

But if the leaves are selected too critically, only one or two of the first on the twig being taken, the cost of the tea would be so great that the improvement in quality would not be equal to the added cost of making the selection, and the value would not be high, although the price was.

As the Schilling sales policy considers the dealer, he is in business to make money; his chief concern is profits; so of compet-

ing lines a dealer should favor the one that is the most profitable to him. The difficulty is in determining which are, and are not, profitable. The profitableness of a line cannot be measured by the margin on single sales. Little money could be made by an established merchant on goods which would sell but once, however large the margin might be. Profit can be measured only at the end of a given period, not by individual sales.

The two factors of profits are margin and volume. If the margin is too large, the volume will be cut down. If too small, profit will be impossible. The argument often made by salesmen that "we give you a splendid margin of profit on our line" is often a fallacy. The manufacturer does not give the profit; that comes from the customer. Offering a wide margin may mean that the manufacturer is giving the dealer a chance to make a big profit *out of his customers*. And if he makes too much out of them, it is evident that he will not have them long.

Profitable goods, according to the Schilling sales policy, are the kind that give sufficient margin and that build trade. The most profitable goods are the ones that will best hold old customers and attract new ones, while making money for the dealer. Goods have an advertising value in themselves. If satisfactory, or, better yet, if pleasing, they will advertise the store as a good one. If unsatisfactory, they will still advertise the store, but unfavorably. Good goods, good grocer; poor goods, poor grocer, is the way customers pass their verdict.

The curse of the grocery business is that there are too many grocers. There are too many grocers because it is so easy to get into the grocery business. So in the long run that margin will be most profitable which most discourages competition, yet is ample to yield a profit when the volume of business is satisfactory. To express this policy mathematically, those goods are most profitable

Advertising Follows Circulation

ONE of the greatest chain store organizations in America locates its shops in accordance with the density of the crowds which pass certain spots. Advertisers are likewise merchants. They show preference for the mediums which display their messages to the greatest number of possible buyers. That is why the papers which lead in circulation usually carry the most advertising.

In Detroit and vicinity The News has more circulation than all competitors combined and leads the world in advertising volume.



which give the largest product when the dealer's margin is multiplied by the per cent of perfection given the customer. That is counting the best value offered as 100 per cent, and rating the goods under consideration as such a per cent of the best.

For a number of years Schilling & Company maintained prices, but with the coming of the self-help stores the cost of doing business varied so widely, and the appeal of the new store was so different, that it was no longer feasible to keep one price. The non-service stores presented their case like this: "We require our customers to wait upon themselves. We do not wrap their goods, nor deliver them. Furthermore, we require payment at time of purchase. The 'regular' stores do all this for their customers, then allow them from thirty to sixty days' time in which to make payment. The price they ask covers all these services. Delivering is at least three per cent, clerk hire six to eight per cent, and even if there is no loss on bad accounts, it costs at the very least two or three per cent to collect. It is not fair to our customers to make them pay us for all these services when we do not perform them."

So the price maintenance was discontinued, but dealers are asked *not to sell goods that are no better for more*. That was a request rather than a requirement, however.

Another point of the Schilling policy is to build up strong retailers. They believe the recommendation of the dealer is so important that no reasonable means of securing it should be overlooked. Salesmen are kept informed of the best practices in the grocery business, so that their calls upon the grocer may be made as helpful as possible, otherwise than merely in the lines handled by the house. The extensive advertising of the firm is planned to be helpful to the grocer, not to supplant him. It aims to make selling easy for him, not to do the selling.

A progressive discount is given

because of lessened overhead, and decreased credit risk, with the large order and large firm, but still more because of the advertising value which a large store has for a line of goods as compared with a small one.

To sum up, the Schilling sales policy aims to give the user the best possible value — "quality-economy" the firm calls it. If people are not convinced by using the goods, the trial costs them nothing. To the grocer, they aim to offer such goods at such prices that they will be the most profitable for him to handle. Then they support him with advertising that makes his sales efforts most effective.

Greater Efficiency in Production Is Being Secured

A survey of financial and business conditions made by the First National Bank in St. Louis leads that institution to the belief that greater efficiency in production is being secured and that the decrease in the per capita production since 1914 has not been as great as has been assumed. In commenting on this conclusion in the report this bank says:

"The productive capacity of the United States is very great, as was amply demonstrated during the war, and the dire predictions about the great length of time necessary for production to catch up with consumption is not warranted. More economical consumption has been manifested, and with the increased production, the normal balance between supply and demand of most lines of goods is being reached."

Census of Warehouses Being Made

A census of the public warehouse industry is being made by *Distribution and Warehousing*. That publication says that this work has been undertaken because a census of the industry has never been made by the United States Government. The survey, which this publication plans to complete before December 1, will show how many public storage plants, merchandise, household goods, cold storage and bonded warehouses are located in the United States.

Will Join Sharpe Agency

George J. Callahan will become associated with the advertising agency of W. W. Sharpe & Co., New York, on September 27. He has been in the past with the *New York Herald* and *American*.

W. G. Ratterman

is now a member of this organization.

Mr. Ratterman comes to us from the West with an enviable reputation, upheld by actual ability.

He has a very strong sense of color and composition which, in combination with a delicacy in handling, has done much to break down the barrier between commercial art and art. A campaign illustrated by him meets the exacting requirements of what pictorial publicity should be.

This ability to endear our efforts with enthusiasm is characteristic of this organization.

Louis C. Pedlar, Inc.
Counsellors in Art.

246 Fifth Avenue
N. Y. City



PROSPEROUS NEBRASKA

The Billion-Dollar Crop State

Nebraska this year will produce more wealth per capita than any state in the Union.

Nebraska's agricultural production this year will exceed by a good margin ONE BILLION DOLLARS in value. This stupendous amount of wealth is produced in a state having approximately a million and a quarter of population. This is the greatest wealth production per family of any such section on earth.

In Nebraska there is neither poverty nor illiteracy. Every individual is an advertising sales prospect. Every person has the necessary money to spend.

YOU SHOULD USE NEBRASKA IN YOUR ADVERTISING CAMPAIGNS

THE LINCOLN STAR

with its 30,000 net paid non-duplicated circulation is the most accepted medium for covering the richest part of this great state. It covers its territory as no other Nebraska medium can cover it. The Star is dominant in both circulation and advertising in its field.

Circulation over 30,000 net paid (last A. B. C.). Rate 80c per line.

THE LINCOLN STAR

Nebraska's Best Newspaper

Eastern Representatives:

BENJAMIN & KENTHOR CO.,
225 Fifth Ave., New York.

Western Representatives:

THE FORD-PARSONS CO.,
930 Marquette Bldg., Chicago.

New Account and New Men With Critchfield Agency

Critchfield & Co., Chicago, have secured the advertising account of the Wisconsin Parts Company, of Oshkosh, Wis., maker of axles for motor trucks. Plans for an advertising campaign now are being made.

H. A. Harmon, copy writer in the Chicago office of this agency, has joined the Minneapolis office in a similar capacity. Harry Brandon for the last six years advertising manager of the *Omaha Daily News*, has also joined the Minneapolis office as solicitor. G. L. Smalley, for the last three years with the *Kansas City Journal*, has joined the selling force in the Chicago office of this agency.

S. M. Ashman Forms Art Organization

S. M. Ashman, formerly with the sales department of the Grauman Studios, Chicago, and previous to that art director of the Charles Everett Johnson Company, has formed an art organization in the same city. Among the artists associated with him are James Sessions, William Welch and F. G. Weld.

Three New Accounts With Silberstein Agency

The Alfred J. Silberstein advertising agency, New York, has secured the advertising account of Epstein-Chas. Douglass Company, clothing manufacturers, Rochester, N. Y.; Master Shirt and Blouse Company, Philadelphia, boys' shirts and blouses, and the Pekett Headwear Company, New York.

Empire Varnish Account for Nemeyer Agency

The Empire Varnish Company, Cleveland, has put its account in the hands of Paul Nemeyer & Co., Cleveland. A campaign, in which trade publications, newspapers and farm publications will be used, is planned.

Baseball League President in Advertising

Allan T. Baum, for many years president of the Pacific Coast League of baseball, is now associated with Wm. Curtis, under the firm name of Curtis-Baum, advertising agents of Oakland, Calif.

R. J. Davison Joins Mayers Co.

Robert J. Davison, formerly art director of the Federal Advertising Agency, has joined the J. R. Mayers Company, Inc., New York, dealer helps.

*The J. R. Mayers Co., Inc.
announces the appointment of
ROBERT J. DAVISON
as Art Director*

Mr. Davison comes to us from the Art Directorship of the Federal Advertising Agency. His wide experience with the problems of national advertisers further enhances our ability to serve effectively both the Advertising Manager and the Advertising Agency Executive in the increasingly important field of Dealer Service work.

The appointment of Mr. Davison is in line with our policy of uniting with the complete production of quality dealer helps an advertising service of the same calibre as is rendered by the conscientious advertising agency in the field of publication advertising.

*"Dealer Helps
that help the
Dealer"*

The J. R. MAYERS CO. Inc.
Woolworth Building New York

*Dealer helps for national advertisers
planned designed and manufactured*



A Story

And What It Means

Their Meeting

After many years, two men met.

An interesting discovery resulted.

One found in the other a man who had actually sold millions of dollars worth of an exceedingly wide range of world products—from cereals to securities—and so successfully as to become a recognized authority on the subject of profitable selling.

The other found in the one a man directly responsible for some of the most successful copy campaigns for many of America's greatest corporations, as well as for the campaigns of smaller concerns whose subsequent growth is largely traceable to the quality of their advertising. This man's business career has for years been closely linked with the success of the foremost advertising agencies of the world.

The Result

The experience of these men revealed two conditions:

One—that many concerns are not making use of the kind of advertising and selling talent essential to the proper development of their business because they feel they have not yet reached the "big advertiser" stage; or because they deem the

talent and equipment necessary to greater expansion as being too costly.

Two—that there is often a gap between the selling and advertising departments of many concerns, resulting in lost time, lost motion and lost profit. Often neither department is to blame, but the condition certainly can be corrected by an advertising and selling service which has for its basis merchandising methods which have repeatedly proved themselves in actual practice.

This Service Now Yours

These men knew that by uniting they could correct these conditions, thus representing a service unique—complete in every phase of successful advertising and selling. Therefore they have joined hands to give this service at a consistent price and to a very limited clientele.

* * * *

Under no circumstances will we attempt to serve more concerns than we can serve well. A few served well will pay us and them—far better than many served inadequately.

The service we offer is outlined in the column at the right. It can be yours, no matter what the nature of your business, its size or location.

If you are not yet advertising, our service will enable you to proceed safely and at a fair cost.

If you are already advertising and wish to insure its greater effectiveness by the

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Two Men

to Growing Concerns

aid of tried-and-true counsel and co-operation in every department, from product to sales force to dealer to consumer, this service is awaiting you.

If you sell direct, without the use of general publicity, we will work with you in increasing sales and reducing cost-per-sale.

If your business is at the parting of the ways, and you are doubtful as to which road to follow, let us help you solve that problem.

For Any Business

Write us today stating the size and nature of your business and the particular problem of advertising and selling which confronts you. You assume no obligation in doing this. It will enable us, however, to place before you more definite information as to our ability to serve you, with particulars as to the charge for our service.

We seek only such concerns having something to sell. We wish to be judged by results, and results alone. The matter of creating "atmosphere" or the writing of "blue sky" masterpieces is not in our line.

If a combined two-man-two-twenty-year-experience in getting results means anything to you, a letter on your business stationery will bring you and us together. Write us now—we have something interesting to tell you.

TWO MEN
BOX 80,
Care of Printers' Ink
185 Madison Avenue
New York City

A Complete Advertising and Selling Service

Naming your product.

Devising suitable package.

Investigating markets.

Organizing selling department.

Organizing advertising department.

Preparing sales literature.

Preparing effective sales letters.

Preparing broadsides to the trade.
Planning and writing magazine and newspaper advertising.

Securing closer jobber co-operation.

Securing closer dealer co-operation.

Furnishing an improved system of selling for your salesman.

Extending present sales territory.

Preparing sales and advertising campaigns complete in every detail.

Thoroughly analyzing your present advertising and selling methods and making appropriate recommendations.

* * * *

If your particular advertising or selling problem is not listed above, tell us what it is. There is a solution and we would welcome the opportunity of co-operating in finding it.

Sept. 23, 1920



Harvey Sponce cross-fertilizing corn on his farm at Sidell. This is one of the most important steps in breeding.

Another Example of Editing from the Farm

Harvey J. Sponce, Contributing Editor, is one of Illinois' leading farmers and grain breeders. He personally manages his 4200 acre farm in Vermilion County, where he gets first hand information on the subjects he covers in *Prairie Farmer*.

Mr. Sponce is an authority on grain breeding and farm management and his success in these lines has made his farm the mecca of hundreds of farmers.

Prairie Farmer editors are all practical men who own and operate their own farms. They write from experience gained by actual contact with conditions. They work as well as write.

*First Farm Paper
in the
First Farm State*



CHAS. P. DICKSON,
Advertising Manager

→ **PRAIRIE FARMER**, Chicago

BURRIDGE D. BUTLER, Publisher

W V

New Merchandising Methods of a Big Mail-Order House

Montgomery Ward & Company Devise Ways of Making It Easier to Buy by Mail

FOR some time it has been a commonly accepted fact that the up-to-date retail store—with the emphasis upon up-to-date—no longer need fear retail mail-order competition. Manufacturers and jobbers, working through their service departments, have finally convinced the retailer that the catalogue house is by no means the all-devouring monster that it has been pictured. It has been pointed out, properly enough, that the mail-order selling scheme has certain inherent weaknesses which will forever prevent it from cornering the country's retail trade.

All of this is very good. Nevertheless manufacturers, jobbers and retailers will be making a costly mistake if they think that the mail-order houses are not striving mightily all the while to overcome their handicaps. They don't expect to run the retailer out of business, of course. But they are fully alive to their deficiencies in the distributing scheme and will leave nothing undone to correct them.

This is well exemplified in the recent activities of Montgomery Ward & Company. When this concern was taken over by the United Retail Stores Corporation interests, advertising and merchandising experts shook their heads and wondered what the answer could possibly be.

The answer now is becoming apparent.

Montgomery Ward & Company are adapting retail store methods. They are getting closer to the people both in advertising and distribution.

Chicago retailers were surprised a short time ago to hear that Montgomery Ward had opened "The Outlet Store" in a crowded retail district on the northwest side. Through this store the company will sell directly to the public surplus sup-

plies of its regular mail-order stocks. Advertisements announcing the opening said that the prices would be considerably below the catalogue quotations. The goods will be sold on the cash and carry basis.

It is said this mail-order house expects to establish similar retail stores in every city where it has a distributing branch and eventually the same system will be employed in good-sized towns generally. Naturally there is no way of confirming such a statement and it is being presented here for what it is worth.

So much for what Mr. Whelan and his associates expect to accomplish in a retail way in the larger cities. And now for the smaller towns.

DELIVERY TO THE DOOR

Customers of the house in various communities received circulars recently, stating that Montgomery Ward & Company had completed arrangements to deliver goods "from the store to the door."

This plan not only gives quicker and better service, but lessens the freight charge materially. All the freight orders destined for a certain town in one day are shipped in one lot in charge of a local transfer company. Instead of being charged on the customary 100-pound minimum for freight, as generally is the case, the customer has to pay freight only on what his goods actually weigh. The transfer company then delivers the goods to the house for a small cartage fee, which is smaller than the customer would have to pay if he arranged for the delivery himself. Delivery service on packages up to twenty pounds costs thirty cents; up to fifty pounds, thirty-five cents, and up to one hundred pounds, forty cents.

IF YOU

realize that now is THE time for an intelligent, consistent, well-planned drive for *profitable* business during the months of uncertainty which follow a period of easy sales as we have just passed through,—

The General Manager for the last six years, of a concern which will be affected by general business conditions, will help you realize on the possibilities that are open.

Have been a salesman for 20 years; executive 10 years; age 40; married; American; 6 feet tall; happy; healthy; weight 180 lbs. Will tackle any clean merchandising proposition. Have gotten together and managed entire selling organizations.

**Address A. B. C.
Care of Room 701
30 North Michigan Ave.
Chicago**

In making this readjustment of things, Montgomery Ward does much to eliminate delay and expense. The mail-order people themselves have been foremost in admitting that it is tiresome to wait for shipments and a nuisance to have to arrange for their delivery. In the smaller towns especially this latter consideration is of moment. In some towns it is embarrassing for people to go or send to the station for goods sent in by a mail-order house. They are perfectly within their rights and are doing nothing to be ashamed of. But they fear the criticism that comes from the "buy-at-home" boosters. Ward's new scheme suits them much better. It is practically the same as ordering goods from a local store if one wants to forget about the unavoidable delay. And the delay is not so bad when one saves enough on the order to more than pay for that inconvenience.

With "outlet stores" in the larger communities and the home delivery system in the others, Montgomery Ward seems to be going a good way toward meeting the retailer on his own ground. This is adopting retail store methods to fight the retail store. It bears out an assertion made several times in PRINTERS' INK to the general effect that it is folly for the retail store to try to compete with the mail-order house by using a catalogue—that a retailer can win as long as he uses his store to fight mail-order, but will lose just as soon as he gets into the catalogue end.

Speaking of catalogues and their distribution, Ward has adopted some forward methods in this direction also. Instead of sending recent midsummer price lists through the mails as usual, it sent them in bulk to local representatives in some of the larger towns, who distributed them from house to house. The book consisted of about one hundred pages. So far as can be learned it is not the intention to distribute the big general catalogue in this manner, as such would involve great advertising expense. But it must

The Sincerest Flattery



ANY features of the *Straus Plan* of safe investment, such as our amortization provisions, which we originated and perfected, are being widely imitated and copied.

But the *Straus Plan* itself can never be imitated or copied. The *Straus Plan* is not only a strict and scientific system of safeguards. It includes Straus sponsorship—vigilant protection of our clients' interests—a fixed policy of fair dealing—conservative principles—responsibility—long experience—financial strength—all those intangible values which make an investment wholly desirable as well as wholly safe—and our record of 38 years without loss to any investor, which is behind every bond we sell.

This House has been a pioneer in developing new principles, new safeguards, and new systems of protection for investors. Imitation of various provisions of the *Straus Plan* is the sincerest flattery of the policies and methods of this House.

But the *Straus Plan* itself is beyond imitation.

S. W. STRAUS & CO.

Established 1882
NEW YORK - 150 Broadway CHICAGO Incorporated
Straus Building

OFFICES IN FIFTEEN PRINCIPAL CITIES

38 years without loss to any investor

Reproduction of a Current Advertisement

Co-operating with S. W. Straus & Co. to educate people into becoming investors has been one of our worth-while activities.

CHARLES E. W. NICHOLS COMPANY

General Advertising

Twenty East Jackson Boulevard
CHICAGO



When the Kernel Is Not Visualized

Every sales message has a "net"—a kernel that must be definitely registered in the mind of the recipient.

Whenever a sales document, whether it be advertisement, letter, printed book, or circular, fails to focus upon its final definite impression—when the kernel of the proposition is not visualized so that it may be instantaneously grasped—it is more than a loss, it is a sales set-back.

The chief virtue of Bert L. White printed matter—"Dramatized Sales Helps"—lies in its ability to drive home a positive impression—to visualize the kernel of a proposition so that it is not only seen but felt *instantly*.

Detailed information furnished upon request.

Bert L. White Company

Originators and Producers of

"Dramatized Sales Helps"

(Reg. U. S. Pat. Off.)

Office and Plant: 1215 to 1227 Fullerton Avenue

Chicago, Illinois

have been considerable outlay to distribute broadcast even a catalogue of one hundred pages.

Apparently lavish use of advertising matter, however, can be justified by results when it comes from a house like Sears, Roebuck or Montgomery Ward. One theory behind the distribution of direct-mail advertising matter is that it should not be sent until asked for. When a catalogue has attained an advertising prestige like those of the big mail-order houses this rule can be interpreted with liberality.

These new moves of Montgomery Ward & Company, while not particularly spectacular or sensational, are important in that they indicate an unmistakable intention to get out of the beaten paths of mail-order selling and to cultivate relations with the people as much as possible like those enjoyed by the regular retail store.

Only a lineal descendant of St. Thomas can have any doubts as to the intentions of the mail-order houses to take every legitimate means of furthering their interests even at the expense of radical and unprecedented changes in operating method. The readiness of an institution like Montgomery Ward to break away from tradition ought to be an incentive to the retailer to do likewise. He will have to do it sooner or later, anyway.

Purchasing Agents' Convention Next Month

The National Association of Purchasing Agents will hold its annual convention at the Congress Hotel, Chicago, October 11, 12 and 13. At the opening session there will be a review of the work of the association in establishing standards of business practice and in national legislative matters. At all other sessions there will be speeches and discussions. The convention is open to all industrial purchasing agents.

Will Teach Advertising in University of Indiana

Ernest Cohn, secretary of The Homer McKee Company, Inc., of Indianapolis, will be in charge of the night classes in advertising and marketing in the new Indiana University School of Commerce and Finance at Indianapolis.

FAULKNER —SERVICE AND REFERENCE LIBRARY

(In 10 Loose-Leaf Volumes)

WILL SOLVE your RESEARCH PROBLEMS

"The most important source of information that this agency has acquired since its organization is the membership the agency has just taken in Faulkner, Inc."

(Extract from a Weekly House Bulletin recently issued to the staff of one of New York's leading advertising agencies; name upon request.)

WRITE TODAY RIGHT NOW!!

FOR SAMPLE PAGES
OF LIBRARY, IN-
FORMATION AS TO
SERVICE AND TERMS
OF SUBSCRIPTION

FAULKNER, Inc.
MUNSEY BUILDING
WASHINGTON, D. C.

SEE PAGES 149, 153, 161, 165
IN THIS ISSUE FOR FUR-
THER INFORMATION

"Know the tremendous pulling power of evening advertising."

—Powers.

**The Evening
"GAZETTE"
WORCESTER, MASS.**

**"The
Paper
that
Goes Home!"**

A welcome visitor, every evening, in more than 30,000 homes in the city of Worcester and its immediate trading territory.

The "Gazette" is built for the entire family. Clean and wholesome in its reading columns and its features. Devoted to the best civic interests of Worcester.

The Gazette is the one Worcester paper that holds the respect and confidence of Worcester people to the highest degree.

Newspapers of this class give Best Results to advertisers.

**32,000
CIRCULATION
WORCESTER
GAZETTE**

Largest evening circulation in Central Massachusetts.

*The Julius Mathews Special Agency
Boston—New York—Chicago—Detroit*

**Interest in
Price-Guarantee Ques-
tion Aroused**

Study of Over 2,000 Replies to Questionnaire Sent Out by Federal Trade Commission, Preliminary to Conference, Indicates that Wide Divergence of Opinion on Question Exists

THE Federal Trade Commission is receiving answers to the questionnaires on a "guarantee against decline in prices" that indicate a wide divergence of opinion as to the desirability of this practice.

These questionnaires were sent out as a preliminary to a conference to be held at Washington on October 5. This conference is to be in the nature of a trade practice submittal, which is defined as a meeting of an industry or a group of industries in the presence of the commission to discuss the merits and elements of business practices which have been complained of to the commission.

Over 2,000 answers to the questionnaire have been received.

Illustrative of the divergence of opinion on the question are the answers from the Mennen Company, and the Knit Goods Manufacturers of America.

The Mennen Company insists that the guarantee stabilizes business, answering as follows:

"Guarantee as applied to undelivered portion of orders contracted for in advance of season enables jobber to figure costs more accurately, stabilizes his business, keeps him out of the market in periods of shortage, prevents destructive fluctuations, and distributes carrying charges equitably. Under above guarantee, seller will know his volume of output, be able to reduce cost of operation by more even distribution of output, make production more uniform and less expensive, and reduce carrying charges and investment expenses on account of storage facilities. Protects manufacturer against heavy orders when declines occur, with const-



ERWIN, WASEY & COMPANY
Advertising
CHICAGO

We seek to have all our work bear the impress not only of unusual advertising craftsmanship, but of a competent understanding of the sales situation with which it is primarily concerned

Speaking of

The Borden Company

National advertising campaigns are running in England, Scotland, France, Belgium and Spain.

These campaigns cover three different products—calling for a complicated rotation and a different type of appeal for each country.

The Johnston Overseas Service is proud of having launched this advertising in record time and without a hitch.

Johnston Overseas Service



Exclusively Foreign Advertising
277 Broadway, New York, U.S.A.

quent shortages of materials. If guarantee goes to unconsumed material on former deliveries it invites a speculative element and brings higher costs, preventing natural reduction in prices. Under above practice, small operator does not operate to disadvantage with large operator, unless latter rebates for stock on hand. Wisdom of above contract was demonstrated to us during the war. Where we did not have such contract we were compelled to become speculators, not daring to wait or buy in normal quantities, but entered the market during temporary breaks and bought large quantities, advancing the market for the next buyer."

The Knit Goods Manufacturers of America, in opposing the practice, wrote:

"Gives large concerns advantage, encourages gambling as to prices and results in jobbers over-buying. Raw materials entering into manufacture of underwear not guaranteed; labor cannot be relied upon to produce uniform output nor, unless wage scale in effect is covered by agreement as to time, will cost of labor be known. Expense of guarantee is added by manufacturer to cost of goods and passed to consumer. Declines in manufacturers' market are not immediately felt by consumers, but simply mean loss to manufacturer, gain to jobber and retailer, and no compensation to consumer. Unfair to manufacturers who do not give and to dealers who do not receive such protection. Works hardship on small manufacturers and small dealers. Underwear manufacturers must contract six months to one year in advance for raw material, without guarantee, in order to insure continuous supply of raw material to keep labor regularly employed."

H. B. Harte With National Safety Council

H. B. Harte, formerly of the editorial staff of the *Chicago Daily News*, has been appointed assistant director of publicity of the National Safety Council and associate editor of the *National Safety News*, the official publication of the council.

Getting Student Trade Is Mainly a Matter of Knowing How

For a logical product to gain admission to the student market it is only necessary that its manufacturer advertise it in the student papers at the same time merchandising it in the right way. But in order to find this right way, a prerequisite is an intimate knowledge of all the necessities, customs, buying habits and oddities that enter into the commercial side of student life. This specialized knowledge we have—greater, we believe, in scope and in power to apply it than any other source in the country.

We are prepared to furnish complete merchandise information, rates, etc., to advertisers interested in

Men's Daily & Weekly College papers
High School papers
Boys' Prep. School papers
Girls' Prep. School papers
Humorous papers
Agricultural College papers
Technological College papers
Canadian College papers
Alumni publications
Women's College papers
Normal School papers
Literary Student papers
Theological Student papers
Medical Student papers
Legal Student papers

C *Ask Us Anything
You Want to
Know About the
College Trade*
USA

**COLLEGIATE SPECIAL
ADVERTISING AGENCY, Inc.**

503 8th Avenue, New York City
110 S. Wabash Avenue, Chicago

Established 1913

THE LEXINGTON HERALD

THE only morning paper in Lexington, Kentucky, the focal point of marketing, jobbing and factory distribution of a great oil, coal, timber, agricultural and stock raising section.

"The Heart of the Blue Grass"

FOOD and drug advertising placed in the Lexington Herald not only covers Lexington, a wide-awake city of 45,000 people in the midst of a tremendous boom in trade, factory building and marketing; it also covers the extremely wealthy Blue Grass section of which Lexington is the center.

For further information regarding the market for your product, write

THE
LEXINGTON HERALD
Service Department, or
JOHN M. BRANHAM COMPANY
Foreign Representatives

Chicago New York St. Louis
Detroit Atlanta Kansas City
San Francisco

How Great Britain Organizes for Foreign Trade

"Very few American business men realize, except in a vague way, just what wonderfully perfected machinery for international trade Great Britain now possesses," according to P. Harvey Middleton, of the Guaranty Trust Company of New York, who has just returned from Europe, where he made a study of British foreign trade organizations. He has made a report on British associations, combinations, monopolies, banks and governmental departments constructed for the capture of trade in every part of the world. This report endeavors to explain the fundamentals of some of these British organizations, and to give some conception of their co-ordinated scope.

This report also seeks to set forth what already has been done by governmental and private organizations to strengthen the hold of the British trader and manufacturer in foreign markets. He says: "The British business man is to-day determined to recapture the trade won from him in pre-war days by the Germans. Great Britain to-day has enormous resources to draw upon. Mesopotamia is certain to become one of the greatest granaries of the world as a result of the irrigation system planned by British interests. The absorption of German East Africa will enable the British railroad builder to realize his dream of a line from the Cape to Cairo. German Southwest Africa and other German colonies will yield rich returns to the British miner and agriculturist. The new treaty with Persia—frequently described as the greatest diplomatic stroke since the acquisition of the Suez Canal shares by Distraci—will give the British government a controlling interest in the Persian oil fields, which may be one of the big factors in paying off the British war debt."

Morse Plating Advertising Expands

The electro plating plant of the Morse Dry Dock and Repair Company, of Brooklyn, recently referred to in PRINTERS' INK as an example of how an indirect line often helps to build up the main business, is meeting with such success, Bert E. Barnes, the Morse advertising manager, informs PRINTERS' INK, that it has now been decided to back it further by using full pages in hotel papers.

Advertising Courses Resumed at New York Evening High School

The advertising classes of the New York Evening High School have resumed their sessions for the eighth consecutive year.

The course is primarily intended for those who desire to enter the advertising field, and for those now employed in advertising departments or agencies.



From Newspapers to "National Advertising" and Back Again to Newspapers

The big merchandising-advertising success of our acquaintance manufactures toilet articles.

Starting literally without capital and single handed, in four or five years he has built up an annual business of nearly a million dollars.

This genius made a good product, packaged it attractively, priced it right, concentrated on one market at a time, and advertised in newspapers.

Listened to Bad Advice

Eighteen months ago he was urged, inasmuch as he already had distribution in two score cities and wanted more, to "do national advertising."

He added so-called "national media" to his newspapers, and the business continued to grow.

At the end of six months he credited a substantial part of his new gains to the new advertising.

Back Home—Sadder and Wiser

At the end of twelve months he made the startling discovery that his gains had been confined to the centers covered by his newspaper advertising, *and that he had secured no new distribution.*

At the end of eighteen months he says "he has exploded a myth". He regrets that he ever strayed from the fold, and is ready to return to the use of newspaper space exclusively.

Ask us to explain to you in a personal interview the simple sanity of the theory of merchandising by radiation from buying (and distributing) centers.

Try advertising in newspapers by the year

THE NEW YORK WORLD'S MERCHANDISING DEPARTMENT
Mallers Bldg., Chicago Pulitzer Bldg., New York Ford Bldg., Detroit



*A Degree
Bestowed by
Doctor Eaton*



Doctor Charles Aubrey Eaton, associate editor of *Leslie's Weekly*, believes that education creates a craftsman where only a discontented worker stood before.

Doctor Eaton graciously wrote me:

"Your speech before the Sterling and Welch people is fine stuff. All power to your elbow. That is the kind of work which, in my judgment, is going to help solve our problems."

A copy of this little talk, intended for the private hearing of my friends in the Sterling and Welch Store at Cleveland, will be sent to interested executives.

JAMES WALLEN

*Persuasive
Advertising Copy*

STUDY: EAST AURORA • N.Y.

The Packers' Margin

Figures submitted to the Institute of American Meat Packers, in session at Atlantic City, show that the total sales of eighty-one large corporations of all kinds in 1919 aggregated \$9,250,000,000. The capital engaged was nearly \$6,000,000,000, and the total profits were \$600,000,000.

Of this business the five principal packers did about one-third, but their profits in 1919 were but \$34,000,000. No one of them, said Thomas A. Wilson, their spokesman, retains as much as a cent and a half out of each dollar of sales. The average of the five was less than one cent. The profits of the packers are thus, he pointed out, exceptionally small.

As there is no reason to doubt these figures, it is time for the Government to meet squarely the issue they raise. So far the Government's accountants, although they have almost worn out the books of the packers by repeated examinations, have notoriously not shown the inaccuracy of similar computations.

The consuming public is not primarily interested in the dividend rate of business corporations. What concerns it is the margin between what an industry pays for its supplies and its labor and what it sells its product for. It is doubtful if there is in the world any business other than packing which operates on a margin as little as one cent to the dollar. On the record the packers are cheapeners of foods, for it is conceded that the cent they cling to comes from the economies of complete utilization of by-products which are commonly wasted.

It is time for the Government to prove its charges or to drop them.—New York Tribune.

Public Accountants Plan Advertising Campaign

Main & Co., of New York and Pittsburgh, public accountants and systematizers, will conduct an advertising campaign in several Eastern states. The Knowles-Main Appraisal Bureau of Pittsburgh is also to advertise its services as Industrial and commercial appraisers. The advertising of both companies is being handled by The House of Hubbell, Cleveland.

Currier Back in New York

Everett R. Currier, recently with the Charles Everett Johnson Company, of Chicago, has returned to New York to resume control of the advertising art and typographic business of Currier Company, which he established in January, 1919.

W. E. Anderson Joins Katz Special Agency

W. E. Anderson has joined the Kansas City office of the E. Katz Special Advertising Agency, New York.

*a new slogan
for—*
**PROGRESSIVE
ADVERTISING
AGENCIES**

"PUT IT UP TO FAULKNER"

PAGES 141, 153, 161, 165
THIS ISSUE WILL TELL
YOU HOW TO DO IT.

"SUPPLIES THE NEED
THAT HAS EXISTED
SINCE ADVERTISING
ASSUMED NATIONAL
IMPORTANCE."

FIELD & FLINT,
(Successors to BURT & PACKARD,
Brockton, Mass.)

**SUBSCRIPTION
LIST LIMITED**

Department Store Engages Leading Artists to Illustrate Advertising

First Commercial Work by Christy Opened Series

ONE of the advertisements that has attracted the most attention recently of advertising men was that of the L. Bamberger & Co. department store of Newark, which appeared in one each of the Sunday New York and Newark

engage artists nationally known to illustrate its advertising should be outside of the fashionable retail district of New York City was another factor in the unexpected. National advertisers have at different times availed themselves of the prestige of a great artist's name to add distinction to their copy, but this is one of the few times, if not the only time, that a retail store has undertaken so ambitious a programme.

The drawing was said to be posed by two of the artist's favorite models, one of whom is now Mrs. Christy, which would indicate that he has entered into the new phase of work with zest. The drawing showed two figures wearing the store's latest "creations" in the foreground, with the third less distinct holding her beaver coat closely about her and admiring the dressmaker's art from the background. The drawing, of course, bore the artist's signature.

Little copy was used and that of the most general nature. The whole idea was to create prestige for the institution, and as announced in the advertisement was the first of a series of fashion pages to appear for the store by "America's foremost artists."

An interesting phase of the advertisement was that the store sent a photographer to the artist's studio to get a photograph while the work was in progress to use in connection with the page.

newspapers and in about twenty suburban papers of the latter city. It has a full page illustrated by Howard Chandler Christy. Heretofore Christy has not used his art in commercial work, and that he should be persuaded to enter the new field by a department store is the more surprising. Also the fact that the first department store to



L. Bamberger & Co.

THE CHRISTY ILLUSTRATION MARKS A DEPARTURE IN STORE ADVERTISING ART WORK



Who Is This Man?

He is one of possibly half a million, among the seven million farmers of America.

He is the leader in his local community. He is the first to adopt new ideas, new methods, new implements, new equipment.

He thinks also of his family as well as his live stock. His home has all the comforts and comeliness that his ample capital commands. **He is a Better Farmer!**

About **316,000** of them subscribe for BETTER FARMING, although it costs double the price of the average farm monthly.

He can tell you why.

Better Farming

—for Better Farmers, **300,000** Guaranteed

Household Guest

—for the Family, **400,000** Guaranteed

700,000

Use either or both. They are good ones.

MANNING WAKEFIELD,

Mgr., Eastern Office,

1511 Times Bldg.,

New York City, N. Y.

Farm Press Publishing Co.

141 W. Ohio St.,

Chicago.

Concentrate on Quality

Every quality argument is strengthened by the use of

ART MAT

The incomparable dull finish coated

The first impression of an Art Mat publication is the impression of quality. Its full dull surface, the dignity of its type page, the richness of its illustration, and its indescribable atmosphere of distinction and refinement will stamp the seal of quality upon your goods from the outset.

Costs more

Worth much more

LOUIS DEJONGE & CO.
NEW YORK CITY



announcement. The photograph showed the artist scrutinizing the nearly finished drawing with his model standing near the canvas. The purpose of this was ostensibly to call attention to the larger announcement, but it adroitly emphasized the fact that the store was employing such a widely known artist as Christy to do its illustrating.

Stores of the Pacific Coast have for some time employed a liberal amount of art-work in their newspaper advertising. Indeed, it is said that Bullock's and Hamburger's, of Los Angeles, pay more for their art-work in newspaper advertising than any other stores in the country. Frederick & Nelson, of Seattle, are also extensive users of the artist's product. One wonders if the large department stores are to become active competitors of advertising manufacturers for the skill of the leading artists of the country.

Poor Richard Dines President Stewart

One of the principal features of the dinner given last week in honor of Rowe Stewart, the new president of the Associated Advertising Clubs of the World, by the Poor Richard Club of Philadelphia, occurred before Mr. Stewart entered the dining hall. It took the form of a motion-picture story, the scenario of which was written by Jack Lutz, secretary of the Poor Richard Club, around a plot suggested by Karl Bloomingdale. The screen picture showed Mr. Stewart preparing for the dinner and brought into prominence various advertised articles that were used in the process—a Gillette razor, Old Dutch Cleanser, Prophylactic tooth-brush, Kremnetz collar button, Stetson hat, etc. At the end, as the lights were turned on, Mr. Stewart entered the room.

In outlining the programme of his administration, Mr. Stewart stated that particular attention would be given to furthering the National Vigilance work and every assistance given to local Better Business Bureaus.

Others who spoke, pledging the support of the Poor Richard Club, were Edwin S. Stuart, Karl Bloomingdale, M. J. Hanson, Marvin Wood, Richard A. Foley, Philip Kind, Edward J. Cattell, and Harry A. Jordan.

Edison Harris will assume charge of the Northwestern offices of the *Pacific Marine Review* on October 1. Mr. Harris will make his headquarters in Seattle.

FAULKNER SERVICE COUPLED WITH THE SPACE BUYER'S REFERENCE LIBRARY

furnishes you a
Statistical Research
Department func-
tioning as near

100%
EFFICIENT
as experience and
money can accom-
plish.

SUBSCRIPTION LIST LIMITED

You owe it to
your organi-
zation to
ACT NOW!!

FAULKNER, Inc.
MUNSEY BLDG.
WASHINGTON, D. C.

SEE PAGES 141, 149, 161, 165
THIS ISSUE FOR FUR-
THER INFORMATION

Oakland Tribune HOME EDITION

SHIPYARD CARPENTERS OF BAY REGION VOTE TO RETURN TO WORK

Oakland, California

1 The fastest growing manufacturing city on the Pacific Coast as shown by industrial statistics.

1 Its bountiful payrolls mean big consumers.

1 Big consumers mean increased consumption.

1 Increased consumption means large demand.

1 Large demand means greater sales.

You should include this attractive consumer market in all advertising campaigns in California. Oakland is particularly responsive to the advertising appeal.



You cannot cover Oakland and the East Bay Cities without using the OAKLAND TRIBUNE.

UNDERWEAR

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ERWEAR

HOSIERY

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UNDE

HOSIERY

UNDER

The
Underwear & Hosiery Review

320 Bway New York

Where Is Advertising Going?

(Continued from page 68)
entertaining as a good A. B. C. report.

When great industrial houses, such as makers of factory machinery and equipment, learned that they could afford to reach through general advertising the young executives of to-day who would be the chief executives of to-morrow, they proved the value of a new application of advertising.

Yet there are whole industries which are still in the doldrums. Many of them continue year after year to make the same mistake: they use their advertising to talk about what they sell instead of talking about what their products can do for the people whom they want to reach.

The book publishers are a capital example. The opportunity of the book publishers lies in selling reading, not books, to the people. As a nation, we have lost the art of reading. One of the leading booksellers of the country said the other day that he estimated the number of book purchasers—consistent book purchasers—in this country at 200,000. Think of it! Out of 110,000,000, less than one-fifth of one per cent have the reading habit.

The reason is very easy to find. Reading has been crowded out of the public's attention by the many other kinds of entertainment and amusement that are constantly thrust forward. The movies, the cheaper magazines—and, of course, it is assumed that the good magazines are included as much as books when one speaks of reading—and, most of all, the newspapers have taken the place filled in a more deliberate generation by good books.

Reading, with the mass of people in large cities, has become a matter of hurriedly glancing at morning newspaper headlines, and picking up and throwing down the editions of evening papers which begin to appear right after breakfast. On the ride home at night



Posters of Popular Appeal

TITIAN, the premier painter of the Venetian school, first utilized his ability as a decorator of palaces. The outside walls of great houses were embellished with frescoes.

In his work on the Morosini palace, Titian observed the laws that today determine the trend of commercial posters.

John Addington Symonds wrote of Titian, "The least instructed and the simple feel his influence as strongly as the wise and learned."

The staff of the Commercial Poster Company of Cleveland bear in mind that while the greatest of artists did not scorn to appeal to the larger public, they used means legitimate and artistic.

If you are interested in posters of popular appeal, we will be glad to demonstrate our methods of reproduction for you.

The Commercial Poster Co.

A. R. McCandlish, *President*

6545 Carnegie Avenue

Cleveland, O.



oklahoma's oil output looms big to you, perhaps; but—

Oil is merely the salt in Oklahoma's porridge!

Though the petroleum product here beat all other States last year—\$125,000,000.00—it wasn't a marker to the crop yield—\$522,000,000.00, counting the main crops ONLY!

&

It's lil ol' Mr. Farmer who's got the coin. What have you to trade for a lot of it?

&

The Phoenix gets into his RFD box. Its readers really READ ads. Fourteen thousand of 'em every morning.

&

Those the Phoenix doesn't reach read one of the other nine in the Oklahoma Daily League.

&

Get close to Oklahoma!

&

John M. Branham Company
Special Representatives

Tell 'em in
Mus-k-*gee*



another evening paper is scanned as the train or car lurches around corners. Even if sustained newspaper reading is done, what does the reader get?

For the past few months six out of seven front-page columns have been given over to industrial unrest. It's not the fault of the newspapers. The reds and the strikers have made the news. The newspapers have printed it. They can't print stories about factories where contented workers are steadily keeping at the jobs. That is not news. How would it look if you saw on your front page a headline reading: "Perfect Contentment Reigns in Bridgeport Factories!"

The newspaper reader would say, "Huh! what of it?" He wants thrills, battle, murder and sudden death.

Only a newspaper with features of the magazine type or with a brilliant editorial page can give a reader more than a reflection of the uncommon things done by common people or the common things done by the uncommon people. Uncommon people do so few uncommon things. And the common things done by common people are not news.

And right there lies the duty of the book publisher. There are probably 90,000,000 Americans who don't want strikes. But they are not so vocal as those who do. The result is that the small minority monopolizes our front pages. Why should labor agitators start papers of their own? They have appropriated the self-respecting press by virtue of the news that they create.

The book publishers must go behind the offering stage—and sell. They must create a want of which the public isn't conscious and then fill it.

How? Well, here are some random suggestions.

The sales methods applied to business books are a conspicuous exception. They are sold by making a man realize that there is something lacking in his equipment—something which a course of training can supply.

In only one or two instances is



**"The National Magazine
of Medicine"**
used by National Advertisers

WANTED

One National Advertiser of
Phonographs and Records for
sanitarium and hospital use.

Write for Rates

The American Journal of
CLINICAL MEDICINE

S. DeWitt Cleugh, Advertising Manager
4753 Ravenswood Ave., Chicago C
H. R. Saunders, Eastern Representative
17 W. 42nd St., New York City
Telephone Vanderbilt 6758

WANTED

A Sales Correspondent

For a real sales correspondent who can write unusually good sales letters and who has a selling instinct for turning inquiries into sales, there is a real opportunity in our organization.

We have been nationally advertising for something over a year and there is real work to do. A young man who will start at a reasonable salary and grow will have a wide-open chance to get ahead.

Send a photograph and make us want you by your first letter.

**WILLIAM L. GILBERT
CLOCK CO.**

Winsted, Conn.

WANTED

Chatty Little Stories for Retailers Handling Millinery

Articles of about 300 words that will tell only what is of pointed interest; about proved ways of building sales; of store methods applicable to moderate size dealers; about the things most profitable for the retailer to learn.

Whether written by man or woman, Ten Dollars will be paid for each story if accepted.

MAIL ORDER ADVERTISING SERVICE

20 West 34th Street
New York City

Sales Account Wanted

For Chicago Territory

A new organization of high-class advertising salesmen want connection (on commission basis) to represent Eastern manufacturer in Chicago and tributary territory, effective about January 1st.

We are specialists in dealer helps and connective advertising, and operate along most advanced lines in producing and presenting ideas and creating business. We are men of wide acquaintance and broad experience as advertising counsellors and merchandisers, and are top-notchers in producing the highest class of business in large volume.

Address Box CCC, care Printers' Ink, 833 Peoples Gas Bldg., Chicago, Ill.

culture sold as business training is sold to-day. Do you ever get tired of the conversation in your circle of friends? What is talked about? Suppose you live in the suburbs. After you have covered the children and the new people in the community, how much money So-and-So is making, what scores you all make at golf, what new car you are going to buy, how the tax rate and the cost of living are going up, the new plays in the world's series, who has had trouble about maids, your garden, the dinner where somebody was very amusing, and the change in the time-tables—what else is left? It varies in different communities, but the range is not apt to be greater. Run it up and down the social scale and only the subjects will change. The people who talk or think about things more important than these are hard to find.

Suppose more publishers did only one or two are doing now—the one or two who are selling culture by mail-order advertising where results are closely checked and every piece of copy must pay. Suppose they sold reading as a force in national life, a force for culture and breadth of vision and information. How well informed are most people now when they toss off an opinion on a really vital issue and toss it off with as much assurance as if they had really dug out the facts? Suppose the publishers stuck to it until they made a real dent in the conventional habit of letting somebody else do the thinking. Suppose actually became fashionable to know instead of to guess and to know about something worthwhile instead of restricting one's store of facts to a superficial knowledge of things that do not matter a continental. Could people, in the mass, be swayed this way and that as readily as they are to-day?

Buying a book is an effort to most people. Why doesn't some bookseller make it easy? Why doesn't some bookseller ask his regular customers to let him send them one good book every month? If they don't like the looks of what is sent, the books could be returned.

Hamp
Paper
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Falls,

Please
free
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\$15,000

Name

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Address

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AKRON EVENING and SUNDAY TIMES

"AKRON'S ABLEST NEWSPAPER"

Akron is a prosperous city—advertisers are enjoying unusual results in this field—are you getting your share?

AKRON EVENING TIMES

For June 24,693 Homes Daily

An exclusive circulation that can only be reached through this medium.

96% of the above circulation is within the Akron Purchasing radius of 15 miles.

AKRON SUNDAY TIMES

Akron's Only Sunday Newspaper

For June 26,306 Homes Sunday

A larger distribution in the city proper than any other publication. The advertisers unusual opportunity to completely cover this rich territory at one cost.

98% of the above circulation is within the Akron purchasing radius of 15 miles.

Member of A. B. C.

Associated Press Service

National Advertising Representatives

CHAS. H. EDDY CO.

NEW YORK CITY
8th Ave. Bldg.

CHICAGO
Peoples Gas Bldg.

BOSTON
Old South Bldg.



Wanted

A Correspondent

Salary \$15,000 a Year

Our latest brochure is entitled "Wanted, a Correspondent—Salary \$15,000 a Year." It is the story of a newspaper man who brought an entirely new note into the writing of business letters.

If you are a man or woman who writes letters to sell goods, or to influence the minds of others—you will find it helpful. It is free—send for it. Mail this coupon today.

Hampshire
Paper Co.,
South Hadley
Falls, Mass.

Please send me your
free book on letter-
writing "Wanted, a
Correspondent—Salary
\$15,000 a Year."

Name

Firm

Address

Old Hampshire Bond

WANTED

Chatty Little Stories for Retailers Handling Millinery

Articles of about 300 words that will tell only what is of pointed interest; about proved ways of building sales; of store methods applicable to moderate size dealers; about the things most profitable for the retailer to learn.

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Suppose more publishers did only one or two are doing now—the one or two who are selling culture by mail-order advertising where results are closely checked and every piece of copy must pay. Suppose they sold reading as a force in national life, a force for culture and breadth of vision and information. How well informed are most people now when they toss off an opinion on a really vital issue and toss it off with as much assurance as if they had really dug out the facts? Suppose the publishers stuck to it until they made a real dent in the conventional habit of letting somebody else do the thinking. Suppose it actually became fashionable to know instead of to guess and to know about something worthwhile instead of restricting one's store of facts to a superficial knowledge of things that do not matter a continental. Could people, in the mass, be swayed this way and that as readily as they are to-day?

Buying a book is an effort for most people. Why doesn't some bookseller make it easy? Why doesn't some bookseller ask his regular customers to let him send them one good book every month? If they don't like the looks of what he sent, the books could be returned.

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AKRON EVENING and SUNDAY TIMES

"AKRON'S ABLEST NEWSPAPER"

Akron is a prosperous city—advertisers are enjoying unusual results in this field—are you getting your share?

AKRON EVENING TIMES

For June 24,693 Homes Daily

An exclusive circulation that can only be reached through this medium.

96% of the above circulation is within the Akron Purchasing radius of 15 miles.

AKRON SUNDAY TIMES

Akron's Only Sunday Newspaper

For June 26,306 Homes Sunday

A larger distribution in the city proper than any other publication. The advertisers unusual opportunity to completely cover this rich territory at one cost.

98% of the above circulation is within the Akron purchasing radius of 15 miles.

Member of A. B. C.

Associated Press Service

National Advertising Representatives

CHAS. H. EDDY CO.

NEW YORK CITY
5th Ave. Bldg.

CHICAGO
People's Gas Bldg.

BOSTON
Old South Bldg.



Wanted

A Correspondent

Salary \$15,000 a Year

Our latest brochure is entitled "Wanted, a Correspondent—Salary \$15,000 a Year." It is the story of a newspaper man who brought an entirely new note into the writing of business letters.

If you are a man or woman who writes letters to sell goods, or to influence the minds of others—you will find it helpful. It is free—send for it. Mail this coupon today.

Hampshire
Paper Co.
South Hadley
Falls, Mass.

Please send me your
free book on letter-
writing "Wanted, a
Correspondent—Salary
\$15,000 a Year."

Name

Firm

Address

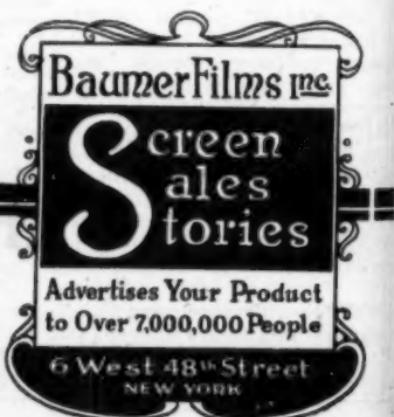
Old Hampshire Bond

Screen Sales Stories

ONE striking effect of a Screen Sales Story (written, produced and distributed by The Baumer Organization) is its influence on your dealers *all over the United States*. Ask us about this important feature of Baumer Service.

*You get what you
pay for and---*

*You pay for it after
you've had it.*



The houses selling books by mail find that a mighty small share of sets sent on approval are ever returned. People keep them and pay for them.

Suppose the men and women in book-shops studied the types of their customers and mentally classified each person as he approached. After his wants were supplied, suppose the clerk used the methods that are employed by sales people in the best of the Fifth Avenue shops where jewelry and furs and other luxuries are sold. A man goes into one of those shops intending to have his watch regulated or to have a rip in his fur coat sewed up, and he comes out with a platinum dinner ring for his wife or a scarf and muff for his daughter. The trouble is that books are sold like necessities. They are; but they ought to be sold like luxuries—persuasively.

There is enough good, sound common sense and valuable information on the bookshelves of any American city to knock the menace of radicalism into a cocked hat. But it is a secret among book publishers.

Strangely enough, magazines and newspaper publishers as a class are almost as backward. There are a few shining exceptions—publishers who have built and are continuing to build sound reputations; a constant following among readers, and a sustained patronage from advertisers; but you can count them on the fingers of both hands without using your thumbs.

Most publishers of periodicals know a lot about advertising. They teach their own representatives to go out and sell space constructively to the manufacturers of the country. And this knowledge leads them, at stated intervals, to draw up and consider some very workmanlike advertising plans. But when it comes to putting into practice the ideas which they habitually lay before manufacturers—ideas which they know to be successful if they read their own advertising pages—they pause on the brink, shudder, and decide that the water is too cold.

THE SPACE BUYER'S REFERENCE LIBRARY

10 VOLS., 300 PAGES.
LOOSE-LEAFED.
CLOTH BOUND.
CONSTANTLY REVISED.
KEPT UP TO DATE.
COVERSEVERYIMPORTANT
STATISTICAL FACT IN
EVERY STATE AND CITIES
OVER 10,000 POPULATION.
THE LIBRARY IS NOT SOLD
BUT IS AN ADJUNCT TO

FAULKNER SERVICE

WHICH CANNOT, OWING
TO LIMITED SPACE, BE
EXPLAINED HERE.

TERSELY EXPRESSED, IT
MEANS SECURING THE IN-
FORMATION DESIRED
WHENEVER POSSIBLE TO OB-
TAIN IT.

Specimen pages, full
information and scale
of prices will be cheer-
fully sent upon request

FAULKNER, Inc. MUNSEY BUILDING WASHINGTON, D. C.

SEE PAGES 141, 149,
153, 165 IN THIS IS-
SUE FOR FURTHER
INFORMATION

BRAINS FOR SALE

Advertising Manager
Direct Advertising Expert

Price \$7000

I am now sales Promotion Department Manager of the biggest direct advertising organization in the world. For personal reasons I am going to make a change.

Advertising Executive of Demonstrated Ability.

Ten years' experience merchandising everything from cradles to cofins. Details of advertising are an open book to me.

Originator of direct-by-mail media that are worth-proven by accounting department balance sheet. College-bred; newspaper trained. Age 37. Geared to high speed by excellent physical condition. American for generations. Young enough to absorb new ideas—old enough to apply them with money-bringing results. Proven record for getting things done. Address R. J., Box 84, care of PRINTERS' INK.

Would you like to represent The ——————
on commission?

Want one good man for New York and one New England man for New England. Broad acquaintance and high standing with advertisers and agency men as well as real selling ability are essential.

Magazine goes to women and is exclusive in its field; thirty-five years old; rate over \$700 a page; commission rate will be liberal.

Good man can make good money. Write, giving complete information about yourself and reference.

Address

"NATIONAL MAGAZINE,"

Box 87, care of Printers' Ink,

185 Madison Avenue,

New York.

Publishers are not alone in backwardness. There are other industries which might be described. The reason that publishers are mentioned is that they are so close to advertising that they ought to know it better, and their opportunity is so obviously worth while.

The increased use of some commodities might have debatable value to the country, but the increased use of books could have but one result.

It is doubtful whether any publisher could go very far alone. The great need is for a broad, unselfish, co-operative campaign as intelligently planned and faithfully executed as the collective campaigns of the citrus fruit growers of the West, the florists, the lumber people, and more recently the railway executives, the canners and—yes, the churches of the country.

Advertising in the next few years will see many more campaigns of common interest unless all the signs fail. There is a marked tendency among institutions of many sorts to say:

"Here we have a story too big for any one of us to tell alone. Anything that benefits one of us will benefit us all. The public has never been told what barriers we have surmounted, what accomplishments we have reached. Let's not boast; let's explain."

There is much to be said for the collective campaign. It offers an opportunity to speak for a whole industry, and many a man will permit his industry to describe a situation of which he alone would hesitate to speak. The burden is carried on many shoulders and there is progress without individual hardship.

If one fruit grower were to spend a few cents per crate in single-handed advertising, he wouldn't spread his story far beyond his own dooryard. He would be in the position of the retailer before the day national advertising helped to make any real impression upon the public's buying habits. But several thousand fruit growers, pooling their few cents per crate, can make a

An
ANNOUNCEMENT
to
Advertising Agencies

¶ Effective September 1, 1920, HENDRICKS' COMMERCIAL REGISTER of the United States and KELLY'S DIRECTORY of MERCHANTS, MANUFACTURERS and SHIPPERS of the WORLD will pay an agency commission of 10 per cent on all orders placed after that date.

¶ For over a quarter of a century these publications have, with few exceptions, dealt directly with advertisers owing to the fact that prior to the war little, if any, attention was given by advertising agencies to trade or reference advertising in the domestic or export field.

¶ This order of things has changed.

¶ Our own experience reflects the increased appreciation by all advertising men of the value of reference advertising in reputable mediums which reach selected lists of known prospects. With over 2500 advertisers three years ago we received orders from five advertising agents. To-day we have orders from fifty-two agencies.

¶ In accord with this reciprocal recognition it will be a pleasure to submit our plan for mutual co-operation on request.

S. E. HENDRICKS CO., INC.
The Kelly Directory Offices

HENRY H. BURDICK, Treasurer and Managing Director

70 Fifth Avenue 2 West 13th Street
NEW YORK

**"Blessed is the man that bloweth his own horn;
He shall be heard in the land."**

Josh Billings.

But choose your horn. Select an instrument that will carry a full volume of sound. Do not blow in the desert places. Make your stand and do your blowing where it will be heard.

Furthermore; waste no time blowing on inattentive ears. There are audiences and audiences. Some are attentive and appreciative. More are neither attentive nor appreciative. Govern your blowing so that it will fall upon ears that hear and retain.

See to it that your blowing conveys a meaning. Manipulate the keys so that they play an appeal and an expression. Empty sound without meaning is salt without savor.

The Big Thing is to Choose Your Horn

In all the world there is no people more prosperous than in southwestern Ohio.

In that great section of the world no newspapers approach the Dayton Daily News and the Springfield Daily News in circulation and influence.

They are the horn. You do the playing.

These newspapers do more than record events. They are an institution that helps readers in a practical manner in the course of their daily lives.

"Reader Confidence" That's the Answer

The News League of Ohio

The Dayton Daily News
Dayton, Ohio

JOHN GLASS
Western Representative
Chicago, Ill.

The Springfield Daily News
Springfield, Ohio

I. A. KLEIN
Eastern Representative
New York, N. Y.

market. And the opportunity which has been realized by the co-operative few will be seized in coming years by many more industries.

The other day some advertising men were wondering how far this co-operative trend would go. Why should it be limited to merchants in one line of business? Someone recalled a time a few years ago when a pancake flour maker and a syrup manufacturer shared the same billboard. That led to the suggestion that some day an enterprising agency might produce a triplet campaign for a razor manufacturer, a shaving brush maker and a shaving soap firm. In the present the products of the other two are shown—unlabeled, it is true, but shown just the same to help tell the story. Why not label them?

The idea suggests interesting possibilities. Why shouldn't a man's hat, collar, tie, suit, gloves and shoes be advertised in one advertisement—each one a trademarked product identified instead of merely helping to supply the background? Think of an automobile advertisement with everything labeled from top to tires.

When one firm makes several products it frequently advertises two or more in the same piece of copy. Why shouldn't the same policy be followed when the products are made by different firms?

Even granting that an equitable division of prominence, satisfactory to both or all, could be obtained, there is another objection which is probably responsible for the absence of such advertising. So great is the power of association of ideas through advertising that an advertiser will be loath always to show his product with one certain product in another line lest the public come to think that his product could be used with that one and no other. The razor maker wants his razor used with all manner of brushes and shaving soap. Why should he limit the public's conception to only one? And there you are.

Yet it is possible that this fear of what the public might think may follow many other bugaboos

ALL PAYMENTS CEASE

IF

FAULKNER SERVICE DOES NOT MAKE GOOD TO YOU

IT IS

OUR GUARANTEE

SEE PAGES 141, 149, 153, 161
IN THIS ISSUE
FOR FURTHER
INFORMATION

FAULKNER, Inc.
MUNSEY BUILDING
WASHINGTON, D. C.

MEMBERS
AUDIT BUREAU
OF CIRCULATION
BARBOURS RATE
SHEET SERVICE

AVAILABLE OCTOBER 15, 1920

Eight years' experience as
 Advertising Manager
 Agency Copywriter
 Advertising Solicitor
*Has Handled Various National
 and Local Campaigns in the*
 Technical Field
 Agriculture Field
 Newspapers
 Direct by Mail

Experience also includes
 Editing House Magazine
 Publicity Work
 Retail Merchandising
 Market Analysis
 Writing Sales Letters
 Catalog Compiling

*Thoroughly familiar
 with all forms of*
 Printing
 Engraving
 Commercial Art

Present temporary connection will be completed October 15. Present employer is Mr. C. E. Hoyt, Sec.-Treas., American Foundrymen's Association, 140 S. Dearborn St., Chicago.

Age 31. Married. American. Protestant. A clean man with a clean record. Starting salary not an object.

R. H. BYRUM,
 Care Printers' Ink,
 833 Peoples Gas Bldg., Chicago.

Here you are, Brain Buyers!

On the basis of eight years' experience with the internal business of well-known advertising agencies, I offer my services to an agency, national advertiser, or magazine. Present function, Assistant Space Buyer in a well-known advertising agency. Have executive qualifications, gained in supervisory positions in order and forwarding departments and checking room; 3 years in present position. Reasons for changing: The realization that there are broader opportunities elsewhere for self-development and expansion. A-1 record, as references attest. Age 24. Address A. H., Box 83, Printers' Ink.

which have been sent to oblivion in recent years. It used to be generally believed that the only safe way for a manufacturer to tell his story was to get a newspaper to give him a write-up. He was perfectly willing to pay a press agent almost anything to get something into the papers about himself. To-day the use of free publicity is being confined more and more to telling the legitimate news of an undertaking. And advertising is being used when a firm or an institution wants to go squarely before the public with an idea.

Standards of advertising judgment are becoming more definitely fixed. With the increasing number of capable men who are devoting themselves to typography and with the trend of good artists toward advertising illustration, it is inevitable that there will be more schools of commercial designing. Reasons for arrangement will be better understood and advertisers will not be so quick to say, "I don't like that; I don't know why, but I just don't."

A little knowledge is just as dangerous in the criticism of designs as it is in the criticism of copy. When it is understood that there is a syntax of design and that certain rules govern arrangement and that these rules are not to be violated by the free-hand use of shears and paste, much will have been accomplished toward cleaning up the looks of the advertising pages.

Already the advocates of deliberately bad grammar in advertising are disappearing. There was a brief vogue for the type of copy which looked as if it had been clawed out of stone by some one with his naked hands. Its chief enthusiasts claimed for it the ring of sincerity, which it frequently possessed. But that was its sole virtue.

"Never mind grammar—get results!" was the exhortation of this school of copy writers.

Every writer of advertising has received the condolences of his friends for not being allowed to write what he really wants to express. Yet mighty few writers of



Our ideal of THOROUGHNESS requires a rounded-out service that does not rest content with the mere preparation of good advertising—it reaches out to every phase of our clients' sales activities affecting the success of an advertising campaign.

We are satisfied with nothing less than one hundred per cent effectiveness.

Our booklet "The Relation of Advertising to Business" will help you get our point of view on advertising.

**Mitchell-Faust
Advertising Co.**
ESTABLISHED 1904
Tribune Building · Chicago

"It is the annual income of the employees of manufacturing industries that forms the real measure of purchasing power."

NEW ENGLAND

The Workshop of the Nation

"Crops fluctuate from year to year," says the economist, "and there are good years and bad years for farmers, while in the manufacturing industry perfected organization and sound investment of capital guarantees a more staple production, and the source of incomes is more permanent and regular." C. L. PANCOAST.

The increase in annual income for employees of manufacturing industries in textile in the past four years has been 165%. The increase in the building trades has been even greater.

To reach the owners of these incomes use the Home Daily Newspapers. These fifteen dailies should be on every list.

WORCESTER, MASS., GAZETTE
Daily Cir. Six Mos. 30,155; Mar. 31,783
Population 190,000, with suburbs 250,000

PAWTUCKET, R. I., TIMES
Net Paid Circulation 23,369 A. B. C.
Serves territory of 130,000

BRIDGEPORT, CT., POST-TELEGRAM
Daily Circulation 46,730 P. O.
Population 150,000, with suburbs 220,000

NEW HAVEN, CT., REGISTER
Daily and Sunday Cir. 28,334 P. O.
Population 150,000, with suburbs 175,000

NEW LONDON, CT., DAY (Evening)
Daily Cir. over 10,640 A. B. C.—3c copy
Population 25,688, with suburbs 60,000

WATERBURY, CT., REPUBLICAN
Daily 10,992 A.B.C.; Sun. 11,425 A.B.C.
Population 91,410, with suburbs 100,000

PORTLAND, ME., EXPRESS
Daily Circulation 24,300; Member A.B.C.
Population 69,169, with suburbs 75,000

BURLINGTON, VT., FREE PRESS
Daily Circulation 10,552 A. B. C.
Population 22,779, with suburbs 40,000

MANCHESTER, N. H., UNION and LEADER
Daily Circulation 25,375 A. B. C.
Population 75,063, with suburbs 150,000

FITCHBURG, MASS., SENTINEL
Net Paid Circulation now 9,000
Population 41,013, with suburbs 150,000

LOWELL, MASS., COURIER-CITIZEN
Daily Cir. 16,975 P. O.
Population 114,366, with suburbs 150,000

LYNN, MASS., ITEM
Daily Cir. 15,504 A. B. C.—2c copy
Population 99,148, with suburbs 125,000

SALEM, MASS., NEWS
Daily Circulation 18,811 P. O.
Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION
Daily Circulation 49,692 A. B. C.
Population 100,000, with suburbs 250,000

TAUNTON, MASS., DAILY GAZETTE
Daily Circulation 7,909 A. B. C.
Population 38,000, with suburbs 53,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

advertising can say that anybody ever told them not to write so well.

Alexander Woollcott, dramatic critic of the *New York Times*, complains that people often say to him: "It must be very trying not to be able to write as you like—to be limited by the policy of your paper." It annoys him because he says he has never been told how to write and he is writing the best he knows how!

Advertising to-day is attracting writers of greater ability than ever before. It is attracting artists of high technique. It is producing a new type of intellectual, cultured business man.

It is developing organizations with the spirit that once existed in newspaper offices of the traditional sort where friendships lasted and men felt affection for the desks and the walls.

There is pride in the work that is done within these organizations. There are standards that must be kept, codes that must be observed and reputations that must be built.

It has been proved in advertising that the agency which succeeds is the one which devotes its energies to producing the most valuable service for its customers. If profits are the first consideration, this service suffers. If the service is put ahead of everything else, the profits take care of themselves. Already advertising is old enough to have demonstrated that.

The men who are successfully administering the expenditure of millions for advertising every year see that very clearly. They realize what a privilege it is to have a part in these first years of advertising. And they are determined that before they give up their share in its development it will be that most thoroughly American of institutions—a business that is a profession.

Branham Company Has San Francisco Office

The John M. Branham Company, publishers' representatives, New York, is now represented on the Pacific Coast by Earl C. Williams, with offices in San Francisco. Both the dailies and farm publications on the Branham list will be covered by Mr. Williams.

FINANCE

Financial observers realize the growing importance of

PORTLAND, MAINE

They recognize the influence which its leading daily, *The Express*, has in bringing to the attention of the financial leaders the opportunities for safe, sound and profitable investments.

Over 80% of the owners of automobiles and the men who control Portland's largest and most important business enterprises are daily readers of the

EVENING EXPRESS

For maximum results, from Financial Advertising, use the columns of the *Express*; open only to financial enterprises of sound merit.

Member of Audit Bureau of Circulations

The Julius Mathews Special Agency
Boston—New York—Chicago—Detroit

BRIDGEPORT CONNECTICUT

The factories of this great city with their great weekly payroll keeps business humming in the third city of New England. The

Post - Telegram

Evening

Morning

Has a circulation four times greater than the next biggest daily in Bridgeport.

Representatives

I. A. KLEIN
254 Metropolitan Tower
New York, N. Y.

JOHN GLASS
Peoples Gas Bldg.
Chicago, Ill.

Sept. 23, 1920

PRINTERS' INK

Registered U. S. Patent Offce

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Renwell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK
CITY. Telephone 1346-7-8-9 Murray Hill.
President and Secretary, J. I. ROMER. Vice-
President, R. W. LAWRENCE. Treasurer,
DAVID MARCUS.

**Chicago Office: 833 Peoples Gas Building,
122 South Michigan Boulevard, KIRK TAYLOR,
Manager. Telephone, Harrison 1706-1707.**

New England Office: 1 Beacon Street, Boston,
JULIUS MATHEWS, Manager.

Atlanta Office: 1004 Candler Building,
GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building,
A. D. MCKINNEY, Manager.

Pacific Coast Offices: Examiner Bldg., San Francisco; 802 Title Insurance Bldg., Los Angeles; 326 Post-Intelligencer Bldg., Seattle, Wash., W. R. BARANGER, Manager.

Canadian Office: Lumsden Bldg., Toronto,
A. J. DENNE, Manager.

A. J. DENNE, manager.
London Office: Craven House, Kingsway,
W. S. CRAWFORD, Manager.

W. S. CRAWFORD, Manager.
Paris Office: 1bis Faubourg Montmartre,
JEAN H. FILGERAS, Manager.

JEAN H. FULGERAS, Manager.

issued every Thursday. Three dollars a year, \$1.50 for six months. Ten cents a copy.
Foreign Postage, two dollars per year extra.
Canadian Postage, one dollar.

Advertising rates; Page, \$100; half page, \$50;
quarter page, \$25; one inch, minimum \$7.70.
Classified 55 cents a line. Minimum order \$2.75.

JOHN IRVING ROMER, Editor
FREDERICK C. KENDALL, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:
C. P. Russell Albert E. Haase
Roland Cole Edward T. Tandy
Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, SEPTEMBER 23, 1920

Sell the Good Will Idea

States Courts, in a carefully written opinion, characterized a certain business as entirely "advertisement begotten." In other words, as he went on to explain, its product was intrinsically neither superior nor inferior to the product of a host of competitors, and the only distinction which it could claim was the wholly intangible good will toward its trade name which had been fostered by intelligent advertising. That it had gained an annual sale almost equal to the sales of all its competitors put together was

due, not to intrinsic superiority, but to the fact that it had been made known to millions of consumers while competing goods, of equal merit, had remained in obscurity.

In brief, if some mighty catastrophe should destroy every vestige of the company's tangible property, it could go on again tomorrow; but if some miracle of oblivion should erase from the minds of the people all knowledge of a certain arbitrary symbol, the business would be gone.

And therein lies the great security of the company's position; that while catastrophes may, and often do, destroy physical property on a large scale, good will is beyond the reach of fire, or flood, or earthquake. Only the slow process of neglect can destroy it.

All of which is neither new nor startling, of course, but it represents a fundamental upon which advertising men need to tighten their grasp every now and again. Especially to-day, on the verge of what seems likely to prove a period of trial for the half-hearted, weak-kneed advertiser, it is important that this truth should be firmly grasped and clearly set forth.

The time has pretty nearly gone when advertising contracts could be closed on the basis of "thirteen half-pages open: better take 'em quick!" The time is coming when many executives will be wondering whether that advertising appropriation would not look better under "net profits" in the annual statement than in the pages of the magazines and newspapers. And that is exactly where it will go, in many instances, unless the good-will idea is clearly and firmly grasped and understood.

It is a fact, clear and indisputable, that a favorable public opinion is property more valuable than factories or machinery, or even than money in the bank. Once it is created, only neglect can destroy it, but neglect is sure and often swift to destroy. And that which is destroyed is the most valuable property in the world.

The advertiser, no matter how

small, who understands this, will remain an advertiser and grow bigger. The concern, no matter how large, which fails to grasp it, may well fall from the ranks and grow less. And the most successful advertising men of the immediate future are likely to be those who can best sell the good-will idea.

**When
Advertising
Becomes a
Duty**

There has been considerable comment on the slowness with which retail prices are being lowered in sympathy with wholesale and raw material reductions. This is especially true in those fields where the material for the finished product is bought months previous to the latter's appearance on the counter. A good illustration is found in the current situation in furs. At recent fur auctions prices have ranged from thirty to fifty per cent lower than during the same period a year ago. Yet retailers claim that these reductions will not reach the public the coming season. The reason assigned is that the retailer's stock on hand and that still in the finishing progress were purchased at the high-water mark. It would be ruinous to sell these garments on the basis of present raw material costs.

But the public is woefully ignorant on such matters as this. It is not enough to issue statements explaining the cause of the peculiar situation. What is needed, rather, is a determined effort to sell consumers on the fur garment as a necessary item of wearing apparel. This is already being attempted by Funston Bros. & Company, of St. Louis. This company does not sell manufactured furs. But it believes in the principle of helping to make a better market for its customers, the dealers, and thereby increasing its own sales. Space is being used in national mediums designed to encourage the greater use of furs.

While carrying out such a programme is quite a burden for a lone manufacturer to shoulder

and the results, for that reason, may not be all that were expected, the basic idea is sound. As PRINTERS' INK has pointed out so often, the success of any manufacturer is entirely dependent on that of his distributors. A bad fall and winter season for fur dealers would result in several lean years for the manufacturers. In other words, the primitive motive of self-preservation should urge the manufacturer to go to the aid of his merchants. Furthermore, it is a duty. It was but a short time ago that the raw skin dealer, as well as other manufacturers, was advising dealers to buy far in advance in expectations of large price advances. These have failed to materialize. In fact a contrary trend has set in. In such a situation one would not be proceeding on too high an ethical plane were he to assume that the manufacturer is, in duty bound, obliged to pull the merchant out of the hole. Especially taking into consideration the fact that the manufacturer, in many fields, was a powerful influence in getting the dealer in a bad position, it would seem that this is a time when advertising becomes a duty.

**Woman
Suffrage—a
Great Adver-
tising Clinic**

"How is your wife going to vote this fall?" a man was overheard asking a keen student of advertising on the train one morning last week.

"I don't know; I'm lying low and watching and learning," was the reply. "It's very interesting, too, for I find that her mind works differently from mine. For instance, I find that she and I read different things in the same news article sometimes. Have you noticed how the women are tackling this election business?"

This man has grasped the possibilities in the present situation. More than 20,000,000 women will from now on participate in the politics of this country. Roughly figured, 10,000,000 of these women have not voted before.

To the advertising man, particularly the one living in a State

where women have been newly enfranchised, this should afford a remarkable opportunity for the study and observation of individual and mass feminine psychology. Here is a great public, composed of millions of individual women, which is suddenly confronted with a new problem in "buying," so to speak. Competing sales organizations, known as political parties, are already starting to use all their old advertising and selling tactics to "sell" this new market their particular candidates.

The advertising man who at once assumes that his wife and his mother and his sisters will vote as he does, or, if he finds they do not seem inclined to do so, tries to smother them with arguments in order quickly to settle their decisions, will be making a very foolish mistake. For the election situation, properly taken advantage of, will provide a psychological clinic such as has never been available to most advertising men before. Millions of women are suddenly called upon to make up their minds about an important question. How will they do it? How promptly will they do it?

What will be the biggest influence in determining their choice, not merely for President, but for State and local officers?

What mediums will they go to for guidance in forming their opinions?

What arguments will win them most speedily?

Will their first judgments count most, or their more mature reflections?

Will they trail their men folks naturally? Or will considerable influence be required to make them? Or will they refuse to do so?

Will they decide on intuition or on facts and figures?

Will they believe what the politicians say, or will the editorial pages of the newspapers influence them more strongly?

Will the women's magazines have a very powerful influence in molding their opinions?

Will political propaganda of the

old-line professionals have the same effect on their minds and decisions as it has had on men's?

In short, how will their minds, individually and collectively, tackle this new buying problem, and how will they work it out?

The answers to these questions should prove of the greatest interest and practical profit to thoughtful students of advertising. It will pay them to listen and learn for a few weeks; to ask questions rather than to volunteer opinions; to watch carefully what leadership the women of their acquaintance turn to, or at least accept. Their own homes will be remarkably interesting psychological laboratories for the next two months.

There may be some big surprises, and then again there may not. But one thing is pretty sure: Women's intuition actions and reactions will stand out pretty sharply against a big new "buying" problem like the present one, and anything that helps us to a clearer knowledge of the psychology of the purchasing agents of America's millions of homes is mighty well worth studying.

It seems hardly necessary to add that PRINTERS' INK does not counsel carrying this study to the unpatriotic point of permitting wives, mothers, sisters or sweethearts actually to vote for any candidate whom one honestly feels is the wrong one for the office without presenting the facts carefully and earnestly for their consideration at some time before election day. But there is considerable time for study before that will be necessary.

To Supply Advertising Cartoons

Everett Lowry, formerly with the Hop Service, Chicago, and Lew Merrill, a free-lance artist, have formed the Commercial Cartoon Company in Chicago. The company is organized to supply advertisers with cartoons for sales and advertising purposes.

New Account of Cleveland Agency

The Service Recorder Company, Cleveland, has placed its advertising in charge of The Powers-House Company of that city.

This Message Is Exclusively for

Advertising Agency Account Executives

Your clients can stop the sending in of cancellations by their retailers and jobbers.

A sagging market can be stimulated by intensified newspaper advertising in the State of Illinois by using newspapers plus our merchandising service.

Here is what this merchandising service will do for your client in advance of spending one cent for advertising space and at no additional cost other than the rate charged for advertising space used:

1—*We agree in contract that no advertising space shall be released in any one of our 43 Illinois cities until 50% of the acceptable retailers of a class have been sold your client's merchandise through regular trade channels by salesmen familiar with the trade and, further, merchandise will be on the retailers' shelves and a reserve stock in the hands of the jobbers before copy is released.*

2—*We agree in contract that the minimum quantity of merchandise to be sold each retailer for an established manufacturer shall equal in amount the average sale made by the manufacturer's own sales force in their intensive work in any territory.*

Heretofore you have bought advertising, hoping trade co-operation would follow. This is trade co-operation in advance.

This is real trade stimulation—a campaign turning cancellations from retailers and jobbers into orders and increased orders.

This unusual offer of merchandise sold to 50% of the retailers in advance of advertising not only gives you an opportunity to perform a unique service for your present clients, but it also offers you a specific argument to use upon manufacturers whose accounts you are trying to secure.

This Department of advertising and merchandising of the Illinois Daily Newspaper Association is co-operatively maintained by 43 of the best Illinois daily newspapers located in as many Illinois cities. It exacts no compensation from the manufacturer or advertising agency.

It pays full commission to recognized advertising agencies.

Write for our Questionnaire Blank

Department of Advertising and Merchandising

ILLINOIS DAILY NEWSPAPER ASSOCIATION

109 North Dearborn Street, Chicago

Operating the Hammert Plan of Retail Distribution in Advance of Advertising
PLUS DEALER ACCEPTANCE

For a manufacturer trying to establish his merchandise or to change a spotty distribution to an even one, this plan gives positive assurance of success. The Illinois state market is a larger market than the Chicago market and a more acceptable one for most merchandise.

**More Than 3,000 Clothing
and Dry Goods Merchants**

in the Philadelphia territory
subscribe to the

RETAIL TRADE LEDGER
Twice a Month; Sub. \$1.00 a Year

Los Angeles — The largest city in the West

IN LOS ANGELES

IT IS THE

EVENING HERALD

MEMBER A. B. C.

Government Circulation Statement
April 1, 1929

134,686

The Giant of the West

REPRESENTATIVES

New York: Chicago:
Lester J. Clarke, G. Logan Payne Co.,
604 Times Bldg. 432 Marquette Bldg.

**TYPOGRAPHIC
LAYOUT MAN**

WIDE experience with the best agencies, practical man, tasty designer. Expert on type. Can plan series of advertisements or campaigns, and co-operate with agency or art service on layout and typography. Have spare time at night.

Address N. L., Box 86, Printers' Ink.

RAPID ELECTROTYPE CO. OF CANADA, LIMITED

CHARLES J. HIRT, Managing Director

ELECTROTYPE, STEREO TYPE and MATRICES

Save Duty, Time and Expense

Head Office: 185 RICHMOND ST. WEST - TORONTO, ONT.

Plants at: MONTREAL, TORONTO, LONDON, WINDSOR

Busy Programme of Advertising Specialty Manufacturers

The proposition of a co-operative advertising campaign will be discussed at the annual meeting of the National Association of Advertising Specialty Manufacturers which will occur at the Hotel Sherman, Chicago, September 27, 28 and 29.

Among the speakers scheduled are: President C. R. Frederickson, president of the American Art Works, Coshocton, Ohio; W. Frank McClure, chairman of the National Advertising Commission, A. A. C. of W.; J. Lewis Coath, Manz Engraving Company; Samuel O. Dunn, editor of the *Railway Age*; K. H. Bueret, Gerlach-Barklow Company, Joliet, Ill.; George Hirst, vice-president of the Osborne Company; Reed Wilkin, sales manager of the American Art Works; E. N. Fardon, vice-president of Brown & Bigelow, and Philo D. Clark, president of The Kenyon Company, Inc., Des Moines, Ia.

Speakers at the annual banquet of the association will be General Leonard Wood and Harry H. Merrick, president of the Great Lakes Trust Company, Chicago.

J. A. Hall has been elected secretary of the association to succeed Miss Elizabeth White, who died recently after five years of service.

D. P. Ordway With Ellington Electric Company

Don P. Ordway, recently with the William H. Rankin Company, Chicago, has become advertising and sales manager of the Ellington Electric Company, of Quincy, Ill., manufacturer of fractional horsepower motors and other electrical equipment.

Hammond-Standish Account With MacManus Agency

MacManus, Incorporated, Detroit advertising agency, is now handling the account of the Hammond-Standish Company, Detroit. Plans for a campaign are now being arranged.

"GIBBONS Knows CANADA"

TORONTO

MONTREAL

WINNIPEG

Advertises to Keep Boys in School

The Rotary Club, of Toronto, is conducting a "back-to-school" campaign through the advertising agency of Norris-Patterson, Limited, Toronto and Montreal. The object is to induce boys who may think of leaving school too early to go back until they have acquired an education adequate to the demands of modern business and social life.

The Norris-Patterson agency is also handling a newspaper campaign for the Master Cleaners and Dyers Association of Ontario.

G. L. Smalley With Chicago Agency

Garrett L. Smalley, for six years with the Muskogee, Okla., *Times-Democrat*, the latter three as advertising manager, and for the last three years with the Kansas City *Journal*, has joined the sales department of Critchfield & Co., Chicago.

A. M. Wood With Reese Agency

Arthur M. Wood, formerly a member of the advertising staff of the D. H. Holmes Company, New Orleans, is now with George W. Reese advertising agency of that city.

WANTED DIRECT MAIL MAN

to take complete charge of the sales promotion end of a highly exclusive shoe business that bears a splendid national reputation and serves a clientele that seeks the best in footwear.

A knowledge of the shoe business is not really necessary if you understand advertising and selling and have a knack of writing letters that will be in keeping with the dignity of the house and at the same time carry with them the human touch of your own personality. If you have commonsense and initiative, as well as a capacity for enthusiastic and constructive work you will find this an unusual opportunity.

In your letter state age, education, experience in detail, nationality, present and expected salary. J. F. L., Post Office Box 319, Madison Square, New York City.

Wanted a young man

Who can

write selling letters to men—letters which can go to a million men and still seem *human* and personal—letters which bring orders because they tell their story plainly, earnestly and convincingly rather than "cleverly."

Who can

write the "copy" for whatever folders, booklets or small catalogues are to accompany these letters.

WE want a man with a good education and with a pleasing personality, combined if possible with some experience in direct mail advertising. He must be able to write plain, homely English with force and distinction. The "exceedingly clever" copy man who conjures up catchy phrases for short advertisements in national magazines would be useless in this position.

What we want is a **MASTER SALESMAN ON PAPER**.

In replying, state education and where secured business experience to date, age, whether married or single, and any information that will give us an idea of your *personality*. A recent photograph, if available would be of assistance. Don't answer unless you can submit samples of letters and other work that will be absolute proof of your ability.

Of course, your letter will be treated with the strictest confidence, and our letter to you will show you that this affords a real opportunity for a young man to put himself in the inner councils of the largest mail-order firm in its field.

For this particular opening only a Gentle will be considered.

"Penn"

Box 88, care Printers' Ink

The Little Schoolmaster's Classroom

IN a recent issue of a leading weekly periodical which carries many color pages the Schoolmaster notes six full pages for which the advertisers paid two-color rates and which have less than a square inch of the additional color.

To the layman—if there is such a thing as a layman in advertising matters—such a remarkable proceeding might easily seem a tremendous waste of money and space. One can almost hear him thinking aloud: "Should I pay \$2,500 extra just to put that spot of red in an ad?" It is as if, in the textile business, he were to ask: "Should I have georgettes?"

The sparing use of color as illustrated in the advertisements of Carnation Milk, Sherwin-Williams, Red-Edge Shovels, Graton & Knight Belting, and others shows a great restraint in the face of strong temptation to use every available inch of space for both colors. Doubtless this recent development in advertising has taken the same brand of "nerve" that the liberal use of white space required in an earlier period.

* * *

Nevertheless, this restraint has resulted in producing a powerful physical addition to the make-up of an advertisement. It may be compared with a sudden, short outcry in a roomful of people talking busily in normal tones. As an attention-getter alone it is remarkably effective.

A further consideration of these advertisements will show that the small color spots have been employed to accomplish even more than eye-catching. In these instances their purpose is obviously to concentrate the reader's attention on a certain thing—the product, the label or the trademark, as the case may be—and because of that unusual concentration to fix the object more firmly upon the reader's mind.

Color impression is said to be more lasting in the memory than that of black and white. Certainly the sharp contrast of a small blob of color against a grey background of halftone and text produces a striking effect which should make a deeper furrow in the cerebrum.

From the very fact that this use of color is a strong club, it becomes apparent that the "stunt" must be judiciously used. If too frequently employed it becomes the "Wolf! Wolf!" cry that few heed; if the color is used to emphasize an unimportant feature of an advertisement it loses its sales-effectiveness and becomes questionable decoration. And—as the old salt said about feminine one-piece bathing suits—"there's them as can and them as can't wear 'em."

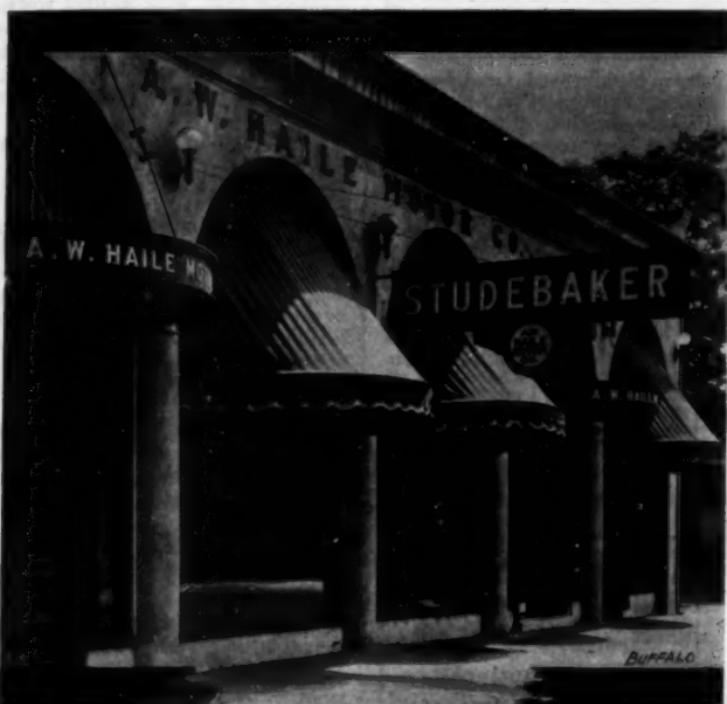
* * *

The Oregon Dairymen's League, grown a bit weary of the constant cry that there is profiteering in the distribution of milk, recently started a full-page newspaper campaign that appeals to the Schoolmaster as being unusually sensible publicity. It rings true and there is no more difficult copy to write. When you are attempting to explain to people why they should pay more—cheerfully—you have a large order on your hands.

The real objective of the campaign is to persuade people to drink more milk, and this in the face of an increase in price. But a pictorial argument looms large in the full page that makes the deepest impression. A dairyman is shown reading a statement—a great bill, which ripples down in front of him, to the bottom of the page.

These significant facts are pictured and described:

Depreciation in the herd—age, accident and characteristic troubles, 18 per cent. Feed cost increases, 150 per cent. Labor—an average of producer's and dis-



That "Quality" Look

OPLEX ELECTRIC SIGNS have that suggestion of "quality" which means so much. It is not only something about the perfectly rounded, raised, snow white glass letters; there is also a certain style of design which makes them stand out from other signs just as the well tailored suit stands out among clothes.

Among other Oplex advantages is the fact that Oplex Signs are day signs as well as night signs, that they have greatest reading distance, lowest upkeep cost and that any trademark can be perfectly reproduced in the raised Oplex characters.

Let us send you a sketch showing how *your* Oplex Sign will look.

The Flexlume Sign Co.

Pacific Coast Distributors
Electrical Products Corp.
Los Angeles, Cal.

ELECTRICAL ADVERTISING

1439-46 Niagara St., Buffalo

Canadian Factory

The Flexlume Sign Co., Ltd.
Toronto, Ont.

Advertising Man—Especially qualified in foods, seeks opportunity in New England. Good copy writer. Eight years' experience. Capable executive. Educated as chemist and sanitarian. Have done considerable research work and edited house organ. Age 37, married.

Food Expert, Box 82, care of P. I.

I Solicit Advertising

I wish to add one or two A-One journals—trade, class, or technical—to my list. Only best ones. I might give full time to one publication if scope or inducement prove satisfactory. A-One references. Write me at once for terms.

R. IGO
553 Peoples Gas Bldg., Chicago, Ill.

A single Thompson Colorgram sold over \$4,000 of goods without a salesman's call.

GEORGE SETON THOMPSON CO.
608 So. Dearborn St., Chicago

*What Chicago Agency
Wants An Eastern Office
With \$250,000 Going
Business to Back It?*

Unusual opening for strong Western (preferably Chicago) agency to open New York office with \$250,000 minimum active accounts and two well known account-getting and production men as principals. Eastern business firmly established, maybe doubled in short time. Parent organization ideals adhered to and constructive cooperation given in every detail. Prompt inquiry urged—exceptional proposition ready. MERGER, Box 89, care Printers' Ink.

ALBERT R BOURGES
CONSULTING PHOTO ENGRAVER
FLATIRON BUILDING NEW YORK CITY

DAY
GRAMERCY
556



NIGHT
ALBUDSON
2240-5230

*A Personal and Emergency Service
limited to non-competitive clients*

tributor's help, with shorter working hours duly considered, figures an increase of 104 per cent. Equipment increase, 106 per cent. Cost of delivery increase, 122 per cent.

It all makes most convincing material.

* * *

The Schoolmaster has always believed that direct-by-mail appeal is surer of an attentive audience when it introduces facts, figures, data in which people are genuinely interested. This is an age of education. Everyone is hungry for helpful, informative text.

There came to the office desk recently a folder issued by a farm paper. Bracketed in the display, which concerned the farm woman

Publicity and Advertising

That's my business. Ten years' successful record in writing that covers newspaper, magazine, motion picture, theatrical and industrial fields. Trained executive, progressive and now ready for any proposition that needs a live wire who can deliver. New York or vicinity. Address B. S., Box 85, Printers' Ink.

Brain Buyers

Woman with broad experience in newspaper and magazine publicity, also successful agency record in merchandising, copy and plan on national accounts, seeks part or whole time connection with established firm, within twelve hours of New York. Address "J. P." Box 81, care of Printers' Ink.

Dealer Literature

*Ideas, Copy,
Illustrations,
Printing, and
Distribution Plans*

BRAD STEPHENS & CO.
Park Sq., BOSTON, MASS.

A New Dartnell Survey— “Sales Organization”

Our first survey was issued in 1918. It covered “Sales Management Practices.” Three editions of this survey have been printed, so great was the demand. Sales managers are now faced with a new dilemma—the old sales organization has to be strengthened and rebuilt to meet changing conditions. What steps shall be taken? How have other concerns improved their organization? What have they done that you could do? These and other questions will be answered in the NEW SURVEY which is now being compiled by our editorial staff. The data we gather is being issued in the form of loose-leaf sections, punched for filing. No sales executive can afford to be without this data—remember that successful sales management is eight-tenths organization.

Price : \$6.00 on Approval (with Binder and Index)

**A Few of Nearly 300 Sales Building
Plans Described in New Survey**

How Devos & Raynolds have organized their sales department so as to insure a steady stream of new accounts, and stimulate full line sales.

Use of a Future Demands Department such as is maintained by the National Cash Register Company to keep ahead of possible market developments.

Tabulation showing authority sales manager has over advertising in nearly two hundred representative concerns in all lines of business.

New plan being followed by the Goodyear Tire & Rubber Company in appointing zone supervisors; how their duties are linked up with other forces in the sales department.

How the Baker-Vawter Company insure an adequate supply of capable salesmen through their Personnel Department; with a description of the results produced by this department.

Experience of The Wm. Britigan Organization, Sherwin-Williams Co., Hood Tire Company and others in arriving at the proper number of accounts or prospects for a salesman to handle. Experience of manufacturers and jobbers with exclusive agencies; under what circumstances these concerns have found it profitable to establish exclusive agents; dual agencies and general agencies. Synopsis of various agreements in force.

Nearly twenty blue print charts showing organization details of representative sales organizations, such as Baker-Vawter Co., International Harvester Co., Marshall Field Co., National Cash Register Co., etc.

The survey is issued in ten separate sections, a new section being mailed to each subscriber about every two weeks, or as fast as data can be assembled. There are from 24 to 32 pages to the section, including “Suggestion Sheets,” blue prints showing organization of most of the large sales organizations, special tabulations, etc. The various sections are indexed by means of a set of tabbed index pages which is included with a handsome flexible leather ring binder lettered in gold. The size of the binder is 6 x 9 inches. The six dollar price includes everything—there are no extras whatever.

Send for Samples “Sales Management Magazine” and “Dartnell Monthly Sales Service”—Free.

**The Dartnell Corporation
225 W. Jackson Blvd. Chicago**



**WORLD
SALESMAN**
A Monthly Journal of International Trade

INDIA IS RICH
Developing rapidly; wants American goods. Our circulation, prestige, India, Burma, Ceylon, offer unique chance to increase your sales and prestige in this market. Sample copy 10c.
182 West 4th St., New York City

POSTAGE

The 25c monthly magazine that tells how to transact business by mail—Advertising, Selling, Collecting, Catalogs, Booklets, Circulars, Letters, Office Systems, Money Saving Ideas. Since 1916 the official magazine of The Direct Mail Advertising Association. 6 mos. \$1; 1 year \$2.
POSTAGE 18 East 18th St., New York City



"We like your paper
very much"

This is just a simple expression of appreciation from a farmer but it means a great deal to an advertiser.

Total circulation 152,000
—80,270 in Iowa.

CORN BELT FARMER, DES MOINES, IOWA

AMERICAN CUTLER

Official Organ of American Cutlery Mfrs.,
6,500 copies monthly, reaching hardware
dealers and jobbers. Sample on request.

15 Park Row New York

WANTED

Advertising contract Coast to Coast Airplane Flight. Chance for aerial advertising scoop if you want to feature coast to coast distribution. Can take representative as passenger to handle local work and deliver product along the way. Have scout plane—140 miles per hour. C. D. Chamberlin, Glens Falls, N. Y.

of America, was this engrossing information:

"Facts about the average woman on the farm. What she does—average woman works 13.2 hours daily. Ninety-seven per cent do family washing. Ninety-four per cent do family sewing. Eighty-nine per cent care for the chickens. Seventy-eight per cent bake bread. Forty-five per cent milk cows. Twenty-two per cent help in the field. What she has—Twenty-four per cent have running water in the home. Sixty-five per cent have pump in kitchen. Eighteen per cent have bathrooms. Ninety-eight per cent have screened windows. What she needs—Fifty-two per cent

GOOD PRINTING—CHEAP

A Few Money-Saving Prices	
1000 4-page Folders, 3 1/4 x 6 1/4 in.	\$10.00
Each additional thousand	3.50
1000 4-page Folders, 4x9 in...	18.50
Each additional thousand	4.50
1000 4-page Folders, 6x9 in...	16.00
Each additional thousand	6.00

FREE—our large package of samples
ERNEST A. FANTUS CO., Printers
525 So. Dearborn St., Chicago

FOUR ARTISTS

EACH SPECIALIZES—and between the four of us we can handle LAYOUTS, FIGURES, DECORATIVE BORDERS, RETOUCHING and GOOD LETTERING

Write or call on us—it will probably pay you to look at our work

171 MADISON AVE., N. Y.
Room 608 Phone 7558 Vanderbilt

PATENTS

SEARCH ADVICE on Patents, Trade Marks, etc., sent free. Our 74 years of experience, efficient service, and fair dealing, assure fullest value and protection to the applicant. The Scientific American should be read by all inventors.

MUNN & CO., 659 Woolworth Bldg., N. Y.
Tower Bldg., Chicago, Ill., 625 F St.,
Washington, D. C. Hobart Bldg., 582
Market St., San Francisco, Cal.

CANADIAN ADVERTISING
CALL IN
SMITH, DENNE & MOORE
TORONTO LIMITED MONTREAL

need power washing machines. Seventy-nine per cent need lighting plants. Fifty-four per cent need furnaces."

All of this proves beyond the shadow of a doubt that advertising has a great mission ahead of it for generations to come.

Changes in Mathews Special Agency

Harry B. Shapleigh has joined the staff of the Julius Mathews Special Agency, Boston. For several years he was with the advertising department of the Brockton, Mass., *Enterprise*, and later was in the textile advertising field.

Harry S. Gould has been assigned to the Middle Western field by the Mathews agency, with headquarters at Chicago.

Roy Buell has joined the Mathews organization for special work in the Ohio and Michigan territory, with headquarters in Detroit.

Todd Barton Joins Harry Porter Agency

Todd Barton, recently with the New York office of the Hancock Payne Advertising Agency, Philadelphia, is now with the Harry Porter Company, Inc., New York. Before joining the Hancock Payne agency, Mr. Barton had been with the *Scientific American* and the *Review of Reviews*.

Detroit Agency Opens Pittsburgh Office

The Brotherton-Knoble Company, Detroit, has opened an office at Cleveland. This new office will be under the management of D. M. Wiley and R. S. Andrews, vice-president of the agency.

FOR RENT
17,600 Ft. Office Space
1107 B'WAY — 16th FLOOR
Inquire Mr. Ross

Advertising
Electros

Ask for Price
General Plate Co.
 Terre Haute, Ind.
 Marquette Bld., Chicago

American Lumberman

Est. 1873.

CHICAGO, ILL.

National in circulation and editorial policy. Weekly markets through paid correspondents; largest circulation in lumber field; distinctive retail feature "Realm of the Retailer" written from the field. Adv. rates on request.

THE HOTEL BULLETIN

A monthly hotel magazine with a national distribution. Purchasing power of readers is many millions.

Best producer in the hotel field. Agency business solicited.

Ben. P. Branham, Editor
 951-957 Insurance Exch., Chicago

America's 2,000 GAS COMPANIES

These big, active, prosperous public utility concerns are busy rebuilding and enlarging plants and promoting gas appliance sales. Sell them through

THE GAS RECORD

(Semi-monthly) 20 W. Jackson Blvd., Chicago
 R. O. Jasperson, *Editor*. Walter V. Turner,
Technical Editor. Herbert Graffis, *Adv. Mgr.*
 Eastern Office: 36 W. 45th St., New York.
 Telephone Vanderbilt 3693. Member of the
 A.B.C. and of the Associated Business Papers.

MILL SUPPLIES

A Profitable A. B. C. Medium for All Manufacturers of Mill, Mine and Steam Supplies, Machinery and Tools, Desiring to Increase Distribution Through the More than 2,000 Jobbers and Dealers in Their Line. Members of the Associated Business Papers, Inc. Address

MILL SUPPLIES,
 537 South Dearborn St., Chicago

LAUNDRIES

are big users of
MOTOR DELIVERY TRUCKS
 Reach them through the

National Laundry Journal
 120 ANN ST., CHICAGO
 Member of the A. B. C.

OIL ADVERTISING

Send for sample copy and rate card of
PETROLEUM AGE

Representative publication of an industry where quick action and big money rules—a market that speedily and richly repays cultivation.

PETROLEUM AGE (Mash)
 20 West Jackson Boulevard, Chicago
 Eastern Office: 34 West 45th Street, New York
 Telephone Vanderbilt 3695

Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

Advertising Solicitors wanted for magazine. Strictly commission basis. Unusually liberal terms. Write or call. Tell Syndicate of Magazines, 42 West 39th Street, New York City.

ADVERTISING ASSISTANT

Young woman with experience in retail store advertising for large out-of-town department store. Good copy writer. State full particulars. Box 876, care of Printers' Ink.

A progressive, recently organized Advertising Agency offers wonderful opportunity to some ambitious young man with limited capital and one or more national accounts of medium size; straight commission basis to start, with a view to eventually including such party as a member of the firm. Box 869, Printers' Ink.

ADVERTISING SOLICITORS wanted, resident, sole representatives for Chicago, Philadelphia and Boston. Grocery trade publications having largest circulations in their field. Men who have earned \$5,000 a year or better, commission basis, \$50.00 a week drawing account. Leads and every possible help given. Box 909, Printers' Ink.

A large metropolitan Southern newspaper has an opening for copy writer to take full charge of copy and art departments. At present there are two artists, two copy writers, and a girl beginning copy writing. We want a man or woman who can, and is willing, to write good, sound merchandising copy, necessary to be able to make neat layouts and letter clear attractive letters. To the right party we will pay \$50.00 per week to start. This is an opportunity to connect with a live organization which believes in team work, and a good chance to grow into big job. Apply at once, send samples of your work, and write letter stating full particulars. Box 871, Printers' Ink.

MANAGING EDITOR WANTED by successful, long-established morning paper in rapidly growing, healthful, attractive city of seventy thousand. Fine opportunity for the right man. Must be experienced, industrious and ambitious, with originality and progressive ideas, but not sensational. Must be capable of writing an editorial if necessary and of directing entire editorial and news policy and of watching all upstairs expenses. Would be given opportunity after reasonable time of acquiring moderate stock interest if proved to be right man. Would prefer man having this in view. Salary to start not less than \$4000.00.

Address "Managing Editor," care American Newspaper Publishers Association, World Building, New York, giving age, experience, references, religion, salary expected and full details.

Advertisement writer wanted by progressive New England Department Store. Salary \$60. to \$75 per week. Submit a few specimens of work and give information as to positions held which will be considered confidential pending interview. Box 884, P. I.

Printing Agent—Young woman with initiative, knowing printing layout, proofreading, cost reckoning, multigraphing, college training desirable. Position may develop into that of publicity agent. Apply to Appointment Bureau, Women's Union, 264 Boylston St., Boston.

Good, All-Around Commercial Artist An advertising agency in a prosperous city 150 miles from New York requires the services of an experienced commercial artist, one especially good at pen-and-ink work and figure work. Include all information in first letter, also samples or reproductions of work. Address Box 888, Printers' Ink.

A high class technical monthly published in the Central West has opening for a first-class advertising solicitor for Eastern territory with New York City headquarters. A man acquainted with the electric and machinery trade preferred. Must be a young man with a reputation of selling space to high-class firms. Address Box 881, P. I.

WANTED—A high-class, mature man, not over 50, for the writing and executive staff of an extensive educational Americanization campaign in Milwaukee. Experience as Sunday editor of metropolitan newspaper, managing editor of magazine, or editorial writer most likely to give correct qualifications. Must be capable of grasping quickly problems involved; originating methods of meeting them; a writer of power and distinction; and a trained judge of manuscripts and advertising copy. Permanent and continuous work. Splendid associations. Salary commensurate with ability and experience. Address American Constitutional League of Wisconsin, giving full business experience and qualifications. Box 883, Printers' Ink.

WANTED—A nationally known food concern located in New York requires a young man between twenty and thirty for Advertising Department.

Good education, college training preferred, and a knowledge of advertising details. Must have ability and desire to write copy.

Letters of application will be considered if following information is presented—age, education, experience, salary wanted. Box 913, Printers' Ink.

Advertising Solicitors. Established export monthly offers exceptional openings for profitable, pleasant side-line to local representatives all over United States. Familiarity exports desirable, not essential. Unlimited opportunity for future control of lucrative territories. Liberal commission basis only. Box 878, P. I.

EXECUTIVES

Would you bet one dollar against twenty on your ability to put over a proposition of merit? I have a new invention which will net \$100,000 this year on \$5,000 spent judiciously in advertising. The invention is already on the market and is making good, but more money and ability are needed to expand. If you can prove your ability and can afford to invest \$5,000 to be spent in advertising, write Box 874, Printers' Ink.

A Large Edition Printing Plant needs a foreman for their bindery. We must have a man who is thoroughly familiar with Dexter Folders, Christensen Automatic Stitchers, Youngst Gathering Machines, and all other miscellaneous bindery equipment. The man we need must also be an executive, capable of getting the best production and surrounding himself with an efficient force of employees and to hold them. In reply state full experience, salary required and date your services will be available. Box 872, Printers' Ink.

WANTED—Assistant manager of Advertising and Sales Promotion Department by largest candy manufacturer in the West. This is a splendid opportunity for a young man of ability and initiative who wishes to gain additional experience in advertising, merchandising and selling, and advance to important executive position. Sell yourself in first letter, giving complete information regarding age, experience, education, references, salary required, etc. Send photo. Confidential. Sweet Candy Company, Salt Lake City, Utah.

Publicity and Research Man

Our monthly publication, the leader in its field, averaged for the past year over 260 pages of advertising per issue, representing over 1,000 satisfied advertisers. We should like to double this next year, and have an opening for a high-grade Publicity and Research Man to assist our staff of solicitors by following up their calls through correspondence and educating the prospect to the opportunities our publication has to offer. A correspondence clerk won't do. The successful applicant must be a college graduate, and should include among his other qualifications, editorial and advertising experience. Must be quick to analyze a difficult problem and, above all, write a convincing sales letter. An exceptional opportunity awaits the man who can qualify for this position. State experience, age, and salary expected, all of which will be held in strict confidence. Box 889, Printers' Ink.

We want a young man who understands layouts and typography plus original ideas. To put into shape the copy of our Service Department will be his main duty—the other will be to SMILE while doing it. For an appointment address W. K., Box 879, care of Printers' Ink.

WANTED

By a clean weekly magazine in town of 50,000 an EDITOR. Must be a man of ability in writing feature stories, editorials, and one who has a keen knowledge of news value. One ambitious and desiring to advance. A producer of results, and not a dreamer. State past experience, age and salary expected. Prompt action desired. All information confidential. Address Box 911, P. I.

¶ There is a big job waiting for the right man—

¶ A job he cannot outgrow no matter how fast he develops—

¶ He will hold the position of Managing Editor of a newspaper syndicate that during the last two years has established an international reputation—

¶ The right man will have had newspaper experience as managing editor, Sunday editor (or assistant), and will have IDEAS. He will know a feature when he sees it. He will be a good judge of fiction. He will be ambitious, loyal, a hard worker, and have the confidence in himself that will insure the cooperation of his assistants and associates.

¶ And he will hold down a well-paid job, and get real satisfaction out of it.

¶ If you are the right man (not older than 42) and want to locate permanently in New York, write fully and in absolute confidence. No references will be consulted without your permission. Box 885, Printers' Ink.

MISCELLANEOUS

Wanted—Universal Folding Machine; also machine to fold circulars $14\frac{1}{2} \times 20\frac{1}{2}$, one right angle and two parallel folds, size folded $3\frac{1}{2} \times 10\frac{1}{4}$. Mr. Gordon, 1109 Main Street, Cincinnati, Ohio.

TRADE PAPER

Experienced publisher will buy small trade paper. Price must be reasonable. Box 908, Printers' Ink.

Printing Presses—Chandler & Price, 10x15, with D. C. Motor complete. Thompson Colts Armory, 14x22, with D. C. Motor complete; immediate delivery. Address Box 899, Printers' Ink.

Printing Plants and Businesses

Bought and Sold
Printers' Outfitters
CONNOR, FENDLER & CO.
New York City

\$5000 (terms) buys controlling interest in old-established (19 years) printing business, money maker, paying more than \$3000 per year. Owner retiring, 65 years old. Liveliest southern city, 78,000 pop., 114% gain last 10 years. Unusual chance for ambitious young man. WASHINGTON DANENHOWER, Pres. Knoxville Ptg. & Pub. Co., Knoxville, Tenn.

SALES LETTERS

and other advertising written on my "Submit-for-Approval" basis.
John P. Duncan, 200 Broadway, N. Y.

POSITIONS WANTED

Art Student, familiar with all kinds of poster work, having ideas and excellent at portraiture, desires position with advertising agency in New York. Box 898, Printers' Ink.

COPY WRITER—College graduate, ambitious, intelligent, with initiative, now in retail advertising, desires an opening in agency advertising; New York preferred. Box 895, Printers' Ink.

Young Woman—24, university graduate, wants position with New York advertising agency, which will lead to copy writing. Taking advertising courses at Columbia evenings. Box 877, P. I.

Young Woman copy writer with valuable experience in newspaper display advertising, particularly anxious for congenial connection with agency or Women's Shop. Will start at moderate salary. Box 896, P. I.

Writer—Wide experience planning ads, making rough layouts. Can select type, buy printing and engravings, edit house-organs, systematize catalog compilations. \$3600. Mc., 1247 Flatbush Av., Brooklyn, New York.

Young Man (30), Columbia University graduate; experienced architectural, advertising fields; understands thoroughly relations between manufacturers and architect. Outside position preferred. Box 900, Printers' Ink.

Assistant to Sales Manager, Sales Promotion Man. Young man (24) seeks connection with progressive firm. Knowledge sales control and management. Has also handled sales promotion and research publicity. Productive correspondent. Box 887, Printers' Ink.

High-class salesman and executive is open for position with Publishers' Representative in New York. Harvard Graduate of thirty-five with twelve years' general business experience, including soliciting advertising and agency work. Salary \$5000. Box 886, Printers' Ink.

I Want a Harder Job!

33 years filling difficult printing-publishing positions. Now make-up editor leading woman's magazine. Present salary \$3,900. Practical, progressive; no eccentricities or temperament. Address Box 912, care of Printers' Ink.

Specialty Salesman

Age 33, married, Preparatory School and Business College education; 14 years' selling experience; \$3000.00 a year salary average for the past 10 years. I am persistent, but tactful; confident, but not over-bearing. I am not satisfied with myself in present position—can't climb any higher.

Somewhere a firm must need such a man either as salesman or assistant sales manager. Box 891, care of Printers' Ink.

Advertising Solicitor—Long experience, familiar with general, trade and export fields, New York and Eastern territory, open for engagement. Reliable, successful producer; best references; letters confidential. Box 903, Printers' Ink.

The circulation of technical, trade and popular magazines may be increased through the agency of New York newsstands. Publications desiring a representative in developing this field should communicate with S. E. A., Box 873, P. I.

YOUNG MAN, 24 years old, desires to connect with reliable, progressive advertising department of company. Commercial Art Student, two years' advertising experience. Prefer New York City location. Address Box 907, Printers' Ink.

Advertising Solicitor

Young, enthusiastic solicitor wants position with future. Has had selling experience. Has covered New York and Southern territory. At present employed. Salary \$3120. Box 901, Printers' Ink.

Copywriter and Visualizer

Capable, advertising man with agency, publishing and manufacturing experience wants difficult job. Successful record as technical writer, and unusual ability as designer and layout man. Box 916, Printers' Ink.

Typographic Layout Service
Printing and Engraving Specialist is open for position as Agency Production Manager, Contact Man, Printer's or Publisher's representative. Knows all manufacturing details and agency routine. Have sold advertising space and printing. Endorsed by men who know. Box 917, Printers' Ink.

SALES PROMOTION MANAGER
Thorough and actual EXPERIENCE Mail Sales Work, Sales Managing, Advertising. Competent organizer and executive on national distribution or local campaigns. Extensive knowledge grocery, drug, confectionery trade. Age 29. Present salary \$4000. EXPERIENCED, Box 875, Printers' Ink.

To a National Advertiser:

Young man, 23 years old, desires position in advertising department. Prefer New York City or vicinity. Assistant to owner of general agency four years. One year newspaper solicitor. Excellent references. Address Box 880, Printers' Ink.

The Associate Editor

of a trade journal desires to connect with a progressive publication, one where loyalty, enthusiasm and a wealth of new ideas are wanted; where knowledge of the entire make-up of a magazine is required, from the initial buying of the MS. to the o.k.'ing of final proofs; where there is an opening for one familiar with all phases of the publishing business. I want an opportunity. Box 882, Printers' Ink.

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Will give Service and Efficient Work. Have University knowledge of advertising principles, am good stenographer, with knowledge of accountancy, secretarial and some advertising experience. Would prove able assistant to advertising manager. Opportunity more important than salary. Able to locate anywhere. Reply E, Box 914, P. I.

SERVICE MAN or ASSISTANT TO PRODUCTION MANAGER in large Agency. College graduate, Protestant, American, knows art work, engraving, printing and paper, desires to make connection giving creative opportunity. Familiar with costs and estimating; experienced in highest grade catalogue work and trade paper service. Box 910, P. I.

SALES REPRESENTATIVE

Salesman, plus advertising man and industrial purchasing agent, wants to join New York selling force of some high-grade industrial or service organization; clean-minded, healthy American; energetic, constructive, blond selling type; resourceful negotiator, accustomed high-grade clientele. Address Box 897, P. I.

ARTIST

Specializing on Posters, Booklet Covers, Window Cards, etc., and expert on novelty display cut-outs, wishes position in New York City or vicinity. Able to create pleasing, forceful designs in sparkling colors that compel sales. Agency experience. (Free-lance work acceptable.) Box 894, Printers' Ink.

ADVERTISING AND SALES EXECUTIVE

Three years head of correspondence department. Three years manager advertising department two motor truck companies. Two years head of copy department advertising agency. Married. Catholic. Thoroughly reliable; best of references. Chicago position preferred. Box 905, Printers' Ink.

ADVERTISING AGENCY MAN

Now account manager and copy man with New York agency, seeks connection with a large agency as copy man on national accounts, or as advertising manager of a manufacturing, selling or service organization. Thoroughly experienced in all details of agency practice. Salary \$45 a week to start. Write Box 9187, Printers' Ink. for interview.

Do You Want an Advertising Assistant?

Young man wishes permanent connection on copy staff of agency or in advertising department of manufacturer, merchant or exporter. He offers 5 years' agency experience; plans campaigns; writes clear copy that will be read—for everything from a car card to a house-organ; draws practical layouts; understands typography and printing. He is 25, college trained, resourceful and a hard worker who gets things done. Box 893, Printers' Ink.

Pacific Coast Sales Manager or Salesman for department store, druggist or jewelry trade. Have been working for one house for twelve years and now want a commission and salary proposition. My sales for this year will be \$500,000, which is a 25% increase over last year. Will be in New York October 12 to 18. Write Box 902, Printers' Ink.

Trade Research Director of large publishing house, experienced in agency and manufacturing; university trained; eight years analyzing markets, merchandising methods, classification of customers, interviews with dealers and consumers. Available part time as consultant in establishing research bureau, and for special research jobs, or capable of taking charge of department and building it up. Thorough knowledge of field; reports and charts. Box 892, Printers' Ink.

Of Executive Caliber

—young man with wide range of sales and advertising experience—newspaper—grocery—rubber—paint—earned his way through high school and college—a sticker and a climber—for the past two years salesman and advertising man with \$100,000,000 corporation.

Some good concern is going to capitalize this man's training, experience, ambition and ability. He may be the man YOU need. Address Box 915, Printers' Ink.

A Nose for FACTS

A well-known advertising man says I have "a very accurate straightforward ability to analyze and present the facts in any case."

Eight years in publicity and three years in sales enable me to translate the facts into practical, effective sales promotion plans; virile, forceful sales letters, or interesting copy. Thorough engineering training enables me to handle engineering problems when necessary. Available about Oct. 15. "Facts," Box 906, Printers' Ink.

A TRIANGLE OF SERVICE

A sales and service executive of exceptional brilliancy and extensive experience, with an expert Secretary-Stenographer and a forceful, sales-compelling Copy-Writer who co-operate with him, all now employed in the same organization, seek permanent connection with a small, progressive, LIVE advertising agency. Their enthusiasm and inspiration will stimulate the internal organization and increase the outside business to a proven extent.

Commission basis with weekly drawing account. Box 890, P. I.

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Say!

Do you know that Out-Door Advertising presents your message without expense or effort on the part of the reader?

This fact is only one feature. We shall be glad to have a representative of this institution call and present other facts to show you how Out-Door Advertising will fit in with your advertising and sales plans.

Thos. Cusack Co.

Harrison & Loomis Sts. Broadway at 25th St.
CHICAGO, ILL. NEW YORK

A Splendid Tribute to The Chicago Tribune



State Street, Chicago

An eastern agency wrote to a Chicago retail concern for advice as to the best Chicago medium in which to run a certain campaign, "taking into consideration the consumer demand and which has the best fashion or woman's page, week day or Sunday." The Chicago store, which expends hundreds of thousands of dollars annually in Chicago newspapers, replied as follows:

"Your letter of August 18 received, and we suggest The Chicago Tribune, both daily and Sunday, as the best newspaper medium in Chicago for your purpose. However, if your client's product is not too high priced, The Chicago Daily News will be a wonderful medium. In our opinion, there is no question about the value of The Sunday Tribune—it has no competition."

The Chicago Tribune's 1920 BOOK OF FACTS will enable you to determine for yourself just how Chicago retailers divide their advertising appropriations among various Chicago newspapers. A copy will be mailed free on request.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Tribune Bldg., Chicago—512 Fifth Ave., New York—Haas Bldg., Los Angeles